

the BottomLine

Dear Fellow Business Owners and Supporters,

Organizations around the world are placing diversity initiatives at the top of their “must-do” lists. Have you considered that women business owners fall into one of the diverse business categories?

As owners, we know that we are the lead in charge of all major decisions and affairs in our businesses and enterprises. Have you ever heard the phrase, *being in business for yourself but not by yourself*?

Some of us have internal teams that help us forge the way to success. Others rely on external partners, contractors, and specialists. Are you fully aware of and taking advantage of the resources available to you as a diverse business? There are local, county, state, federal, and private organizations dedicated to helping diverse businesses achieve their business goals. You may say to yourself, oh not me, I have been running my business successfully by myself.

I have heard many times—too many times—I don’t sell anything that the state buys, why should I certify as a diverse business? How do you know I’ll need the certification? And why should I invest the time and money if I don’t have a guarantee?

Getting certified is a smart decision; it’s like insurance. Having that diverse certification at the ready for when the

phone rings opens the door to new business. It gives you an edge over those who are not certified.

Envision diversity-focused procurement support systems and certifying agencies as referral sources or strategic partners. Many of them have supplier portals where you can register your certified business and explore what products and services they purchase.

On March 30, NJAWBO will host an event dedicated to the power of leveraging your diversity to grow your business. I hope to see you there. You can get your questions answered and learn how your business will benefit. I extend myself as a bridge to these organizations that have partnered with NJAWBO to help our members, supporters, and partners achieve greater success. Reach out to have a greater conversation about the possibilities.

We are in a time where diversity, equity, inclusion, and belonging are on the forefront of those we do business with. Let’s reflect the need in the market to make us the ideal choice to do business with. Here’s to your success!

Bertha

Bertha Robinson
NJAWBO State President



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Happy Hour Bahama Breeze

Member News

Violet PR to Promote the Kingdom of Morocco as an Exclusive Travel Destination for the Moroccan National Tourism Office



Violet PR, led by April Mason, founder and president, has been selected by the Moroccan National Tourism Office (MNTTO) as its North American public relations agency. The firm will develop and execute a comprehensive marketing campaign to promote the Kingdom of Morocco as an exclusive travel destination.

“We are thrilled to have been chosen as the PR agency for the MNTTO, notes April. “Our team has had great success building brands and developing marketing campaigns for cities, states, and regions. We plan on hosting special media events in major markets, such as Austin, New York City, and Miami, and expect to host themed press trips to Morocco as well.”

Violet PR’s tourism and economic development clients include the New Jersey Economic Development Authority, Invest Buffalo Niagara, Pittsburgh International Airport, Pittsburgh Regional Alliance, Choose Topeka, Kansas City Area Development Council, and Malaysian Investment Development Authority, among others.

To learn more about April Mason and Violet PR, visit www.violetpr.com/about.

Mamie Tolbert Attends Professionals Mixer in Jersey City

On February 9, Mamie Tolbert attended a Professional Mixer in Honor of Black History Month hosted by Jersey City Council President Joyce Watterman. The event took place in Jersey City, which is part of the MetroEast Region, of which Mamie is the region leadership chair.

“My goal as region chair is to be active and visible in each county within my region (Essex, Hudson, and Union),” notes Mamie. “I love attending a variety of business events and interacting with business owners to grow my businesses as well as explaining what NJAWBO has to offer women business owners.”

Mamie also participated in a Thanksgiving event in Union County hosted by the Kenilworth Interfaith Clergy Alliance and Kenilworth NJ Police Department. It was held at the Kenilworth Borough Hall. People from the community attended and Mamie Tolbert led the services.

Mamie Tolbert is a certified mediator and president and CEO of MST Mediation Solutions LLC. She is also a LegalShield independent associate helping individuals, families, and businesses by connecting them with identity theft protection and life-events legal plans. She can be reached at 973-277-1475.



Mamie Tolbert (left) with Jersey City Council President Joyce Watterman



Left to right: Dr. Angela Battle, Kenilworth Chief of Police Fred Soos, Kenilworth Mayor Linda Karlovitch, Pastor Nova Vitug-Thomas, and Mamie Tolbert



Mamie Tolbert (left) with Attorney Harvey Fruchter

Taryn Abrahams Selected as Trainer/Facilitator for Rutgers Office of Continuing Professional Education



Taryn Abrahams, founder/president of Empower Behavioral Services, was selected as a trainer by Rutgers Office of Continuing Professional Education (OCPE), which provides educational opportunities for adults through professional development courses, certificate programs, and customized staff training.

“I was thrilled to be selected as a trainer/facilitator for Rutgers OCPE in 2022,” notes Taryn, “and I am grateful for the opportunity to provide workplace training and coaching services to companies in the local New Jersey area. It’s been a wonderful experience, and I’d like to share with you the following two testimonials from participants of my training programs through Rutgers OCPE:”

“In all my 11 years of being a professional, this was by far the BEST training I have ever participated in. You truly have a gift!”

—Employee, Behavioral Health Clinic in New Jersey

“Thank you so much for putting this training together. The time with Taryn was extremely insightful and I think will help move our team forward in many ways. A lot of A-HA moments and tangible takeaways to start off the year successfully.”

—Private School System in New Jersey



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Taryn Abrahams, a corporate behavioral and human interaction expert, helps companies implement behavioral best practices to improve workplace interpersonal relations and holistically strengthen corporate culture. Leveraging her experience as a psychotherapist, Taryn’s innovative suite of workshops are designed to enhance employee morale, foster collaborative and productive workplace environments, and nurture employee loyalty and ambassadorship.

Topics for training cover an array of areas, including improving emotional intelligence, respect in the workplace, improving critical thinking skills, and time management, among others. For more details, visit www.empowerbehavioralservices.com or reach out to Taryn directly at info@empowerbehavioralservices.com.

Milestone Marketing Division Formed by Nancy Sergeant to Level the Playing Field for Entrepreneurs, Nonprofits, and Smaller Businesses

After becoming a yoga teacher at 58 years young, Nancy Sergeant saw how new skills could be easily integrated by a method approach led by an experienced guide. This inspired her to launch the Milestone Marketing Division under the Sergeant Marketing brand in 2020 and develop Milestone Marketing Masterclasses as well.

“The mission of the division is to give entrepreneurs, nonprofits, and small businesses the opportunity to level the playing field among larger organizations by creating a customizable blueprint to give them sound marketing strategy in a way they could afford,” explains Nancy. “Alumni from the Milestone Marketing program now include organizations providing equine therapy, leadership development training, systems to repair harm from historical city redlining, reversing generational poverty, landscape transformations through architectural design, feline rescue sanctuaries, healthcare consulting, and more.”

Whether the goal is filling a yoga class, building your brand, or filling your appointment schedule, here are three ways Nancy and her team work with smaller businesses:

1. Done for You Marketing Strategy & Management
2. Do It Yourself Guided Implementation
3. Milestone Marketing Strategy Blueprint Development

A list of the steps in the blueprint development plan and more information about the firm’s Milestone Marketing Masterclasses are available upon request.

Nancy Sergeant is Chief Marketing Officer at Sergeant Marketing, Inc., located in Montville. As a NJAWBO member, she’s happy to conduct a free marketing session with you. Here’s how to reach her: 973-568-0001 (cell) and nsergeant@sergeantmarketing.com. Connect with her on LinkedIn and in the Milestone Marketing Facebook Group.



NJAWBO Northwest Heart Health Event



NJAWBO January Just Networking Event



NJAWBO Join the Conversation Event

Content Techniques to Position You as the Sought-After Expert

by Alice O'Mahoney

Planning and creating consistent, irresistible content can be overwhelming for most business owners, even for those that have a flair for writing. Most prospective clients or customers find it easier to make multiple smaller decisions than to make one big impactful decision at once. When smaller decisions can be made with ease, the overall decision-making process is expedited.

This is an important point to apply to your content plan. Your content should be geared towards your prospect's smaller, influential decision points. When you present your expertise in digestible pieces and have it show up when your prospects need it the most, you will build the reputation of being a solution provider—the person who has the answers!

But how do you begin to break down your years' worth of knowledge and experience into digestible pieces? What your prospect considers a gem of information, you perceive as common sense because it has been in your knowledge library for some time.

The following techniques offer different ways you can break down your expertise and show up when your prospects need your unique expertise and point of view.

Technique 1. Discovery Trigger: Experience, Event, Emotion

What is the initial experience, event, or emotion that leads prospects to seek your services? You may mentally need to take some backward steps to identify the early signs your prospects are feeling uncomfortable. Your prospects may not have the exact pain pinpointed but the symptoms are being felt. Your content should address this discovery stage with empathy and validate their intuitions. Provide assurance by sharing your and/or a client's experience. By addressing your prospects' concerns in the discovery stage, you are the first to provide advice—the first to show up as a potential solution provider. You now have their attention and curiosity, and they will look for more information from you. At this stage, the dependency on your content is starting to build. For this reason, presenting your expertise at the earliest point of their challenge often lead to a long-term business relationship.

Technique 2. The Go/No-Go Moments in the Decision-Making Journey

Put yourself in your prospect's shoes as they navigate the decision-making journey. Think about moments when your prospects can be stopped dead in their tracks. They want to move forward but cannot. In these "Go/No-Go" moments your prospect needs information and assurance to make the right next step. These moments can involve questioning if this is the right investment for their business or life, if a specific feature really meets their needs, or if this is the right path to the right solution. Use these influential moments to inject your unique expertise to address their concerns. Your content should provide a simple but detailed guide either confirming their decision up to that point or provide options for alternative solutions. Help them make the decision on their own. This is the biggest opportunity for you to differentiate yourself. If they stay stuck for too long, the journey is over and they most likely have turned to a competitor. Having the answer to each struggle will get your prospect through the decision journey confidently and straight to your door.

Technique 3. Processes or Stages: Beginning/Middle/End

If your services are subject to a process or stages that the prospect needs to go through to achieve the final result, walk them through the process. For instance, if you are a realtor or family law attorney, there are several steps your client must accomplish to purchase a home or finalize a divorce. Break down the process—beginning/middle/end—and address the critical points of each stage. With this approach, your content will help your client see the light at the end of the tunnel. They will come to depend on your expertise to get them to the next stage.

The unique opportunity of this method is the ability to continue to be on your client's mental radar after the process is complete. Since this process often involves a new life/business chapter. Your content can focus on tips or advice to adjust to this new chapter. Initiate a dependency on your content by keeping your client

coming back for more information even when the service is complete.

Technique 4. Hot Topics in Your Industry

This method is probably the most popular. There are common concerns in every industry. Identify these priority topics and insert your unique perspective on these concerns. It is very important you put your unique spin on an important topic. If not, you will blend with your competition and become part of a list of service providers.

In your initial efforts to create consistent content, this may be a good place to start. This direction leads to an evergreen style of content because it is a topic or concern that most prospects come across.

Breaking down your expertise to address the smaller yet influential decision points will keep your prospects moving toward choosing you confidentially.

Keep in mind there is no wrong way to break down your expertise. Start with one of the above techniques to get your creative juices flowing. As your brainstorming deepens, you may combine it with another technique.

As a result, you will produce consistent, valuable content that distinguishes your expertise. Remember,

your content is always evolving but this will give you a strong foundation to build from.

Lastly, by using these techniques, you will not cross the line of being a pushy salesperson. By focusing on your passion and knowledge, your content will take on a natural authentic, customer-centric tone.

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Alice O'Mahoney is the owner of ALO Marketing Services. She utilizes her proprietary system, Content Compass™, to develop a customized content roadmap that positions her clients as valued experts. The Content Compass system is designed to be used across all marketing channels—social media, blogs, and web-

sites—to provide consistent messaging at all prospects' touchpoints. For more information, about Alice and her business, visit alomarketingservices.com. You can connect with Alice on LinkedIn at [Alice O'Mahoney | LinkedIn](#).



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The Benefits of Making Connections with Others to Grow Your Business Pipeline

by Willie Tolbert

Does This Sound Like You?

You Are Holding Back—You know you are capable of so much more in your life and business, but you cannot take that next step. You know you are holding yourself back but are not sure why that is.

You Dread Working the Room—You are ready to go into a room and have conversations, but your small talk skills are lacking and need to be developed.

Answering Questions Makes You Nervous—You are in the middle of a conversation, and you get asked a key question, but you stumble on answering resulting in missed connections and opportunities.

You Feel Uncomfortable Networking—You feel uncomfortable in a networking environment no matter the size of the crowd. Not only that, because you are uncomfortable in a crowd you are making others feel that way, too.

Not Sure Who to Sit With or Connect With—It is time to sit down and pick a table or a seat, but you unsure of where to go or who to sit with. The struggle of sitting with people you know or do not know creates anxiety.

Connecting with Others Does Not Need to Be Overwhelming or Perplexing

Think about your initial experience attending school. Perhaps you had the jitters of being nervous, not knowing anyone, but after some time had passed, you began to feel comfortable. A teacher or another student may have approached you and given you a sense of peace that everything would be okay. And, you came to realize that you were then able to begin the process of being your authentic self.

The same applies to business. Whether you are an introvert or extrovert it requires being able to connect with people.

Consider the following techniques when entering the room for a network event:

1. Take a deep breath and relax.
2. Remember that no one else can be you but you.
3. Survey the surroundings and see if there are any familiar faces.
4. If there is no one you know in the room, then begin smiling as you walk in and see if you can make someone else smile. It is amazing how the power of someone smiling back at you can enable you to minimize your initial fears.
5. Now as you are beginning to engage conversations, just be you, everyone is awaiting the original version of yourself. This will enable others to either be drawn to you or avoid you. (So smile.)
6. Keep in mind that you are not showing up to win everybody over but rather to find commonalities with those who are purposed to connect with you.
7. You may ask yourself, how will I know who they are? As you continue to attend events and expand your network, there will be some familiar traits and characteristics that will repeat themselves.
8. Networking and connecting with others are essential to creating and adding to your pipeline. You must let people know your store is open for business. It has been said that “a closed mouth don’t get fed!”
9. Remember, as you are beginning to connect with others, don’t dump on them. In other words, its not so much about what you could say, but rather knowing the essence and importance of showing interest by asking more questions. Then, Listen, Listen, and Listen!
10. As you learn the art of listening to the person you are conversing with, you are gathering intel on how or if you might want to build a professional relationship with them. And naturally, they will want to know more about you and what you do.

He who listens the most gets the opportunity to be considered as someone who may become a magnet for others and expresses an interest in getting to know you.

Questions to ask someone you just met:

- a. What's your name?
- b. What's the name of your business?
- c. What is it you do that makes others want to do business with you?
- d. How long have you been in business?
- e. What prompted or caused you to start this type of business or work in this industry?

11. If the conversation is interesting, the next step would be to exchange contact information and inquire about scheduling a time to learn more about their business interests.

This conversation is where the introductory relationship begins.

You may be asking yourself, when will it be my turn! Well, after you show such interest in them, they should naturally, hopefully, and respectfully want to learn more about you.

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Willie Tolbert is a mentor, coach, non-profit consultant, and the managing partner of Business Resource Connector LLC. He is recognized in the marketplace as *The Guy with The Bow Tie*. Business Resource Connector LLC helps small business owners grow and protect their businesses by minimizing the stress of having to

navigate legal jargon in contracts, vendor relationships, staffing issues, data security, debtors, and creditors. The company also provides access to legal plans and identity theft protection, group employee benefits, small business owners, commercial driver's licenses, licensed gun owners' plans, Uber/Lyft driver's plan, and forming a Limited Liability Company (LLC). Willie is also the chief executive officer of Next Dimensions Community Development and serves on several community boards. To learn more, visit www.BusinessConnectorLLC.com. Willie can be reached at 973-277-1752 and willie@businessconnectorllc.com.

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NJAWBO News

NJAWBO Well-Represented at the 2022 NJSBDC Small Business Success Awards

A contingent of NJAWBO members attended the 2022 NJSBDC Small Business Success Awards event on February 17, hosted by New Jersey Small Business Development Center (NJSBDC). The event was held at Forsgate Country Club in Monroe Township. The NJSBDC honored the achievements of eleven “resourceful and inspiring” NJ small businesses at their annually inspiring event.



NJAWBO President Bertha Robinson (right) with Dr. Tendai Ndoro, Regional Director of the NJSBDC at Rutgers University–Newark



From left to right: Melanie Cunningham, MC Law; Ruby Maklad, Coldwell Banker Realty; Jeanine Dargis, Payroll Vault; Taryn Abrahams, Empower Behavioral Services; Cecelia Hendersen, WSI Marketing Edge; Bertha Robinson, Star One Professional Services; Mamie Tolbert, Business Resource Connector; Willie Tolbert, Business Resource Connector; and Christy Mahon, Dream Vacations – Escape Artist Holidays

RELATIONSHIPS



REFERRALS



REVENUE

NJAWBO Upcoming Events

2023 Weekly Events

3/15, 3/21, 3/23 | 4/4, 4/11, 4/13, 4/19, 4/21, 4/27 | 5/4, 5/11, 5/17, 5/23, 5/25
6/1, 6/8, 6/13, 6/21, 6/23, 6/29 | 8/3, 8/10, 8/16, 8/22, 8/24 | 9/7, 9/14, 9/19, 9/20
10/5, 10/12, 10/18, 10/24, 10/26 | 11/2, 11/9, 11/15, 11/17, 11/21, 11/30

2023 NJAWBO Join the Conversation

5/18, 8/17, 10/19

2023 NJAWBO Monthly Membership Roundtables

3/28, 4/25, 5/30, 6/27, 8/29, 9/26, 10/31, 11/28

2023 NJAWBO Member-Only R3 Networking Meetings

4/4, 5/2, 6/6, 8/1, 9/5, 10/3, 11/7, 12/5

2023 NJAWBO Professional Development Series

6/15, 8/31

2023 NJAWBO Annual Statewide Events

March 30

NJAWBO 2023 Spring Business Luncheon
The Imperia, Somerset

September 28

NJAWBO 2023 Oceanfront Business Luncheon
Rooney's Oceanfront Restaurant, Long Branch

December 7

NJAWBO 2023 Annual Holiday Event
Location TBA

Visit the NJAWBO Calendar for event details at <https://members.njawbo.org/events/>

NJAWBO 2023 Spring Business Luncheon at The Imperia in Somerset

Celebrate Diversity & Learn to Treat It as an Advantage

March 30, 2023 ♦ 11:00 a.m.–2:00 p.m.

What Can You Do to Reap the Benefits of Owning a Diverse Business?

Event Chair



Taryn Abrahams
Founder & President
Empower Behavioral
Services

Invited Guest Speaker



Michelle Bodden
Chief Diversity and Inclusion Officer
NJ Economic Development
Authority

Michelle Bodden joined the New Jersey Economic Development Authority (NJEDA) in 2020 in the newly-created position of Chief Diversity & Inclusion (D&I) Officer. In this role, she leads the efforts to cultivate equity and inclusiveness both within the organization, as well as through the resources it provides to the State. She is a Certified Diversity Professional and has a long history driving D&I strategies, standards, and policies.



NJAWBO BOARD OF TRUSTEES 2022–2023

NJAWBO Executive Committee

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President-Elect: OPEN

Secretary: OPEN

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NOTE: Please do NOT automatically add the email addresses in this document to your email database without permission of the prospective recipient.

NJAWBO Region Leadership Team Chairs

Central Region (Mercer, Hunterdon, & Somerset Counties): OPEN

MetroEast Region (Essex, Hudson, & Union Counties): Mamie Tolbert, 973-277-1475,
mt.legalshieldassociate@gmail.com

Northeast Region (Bergen & Passaic Counties): OPEN

Northwest Region (Morris, Sussex, & Warren Counties): Christy Mahon, 862-354-8448,
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Shore Region (Middlesex, Monmouth, & Ocean Counties): Angela Acosta, 732-304-4445,
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South Jersey Region (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, & Salem Counties): OPEN

The Bottom Line Newsletter

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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.

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