

the BottomLine

Dear Fellow Business Owners and Supporters,

Happy Thanksgiving! Yes, you read that right. I am thankful to our members, supporters, partners, and friends. As I enter my last year as president of this great organization, I reflect with gratitude on the experiences that have shaped me and my business these past two years. The difficult decisions, fun events, opportunity to represent NJAWBO in meetings I would never have thought I would be invited to, and best of all meeting all of you!

No one achieves great success alone. We all have teams, internal and external, that support us in what we do daily. As summer nears, remember to take some downtime and reflect on your vision and mission. Are your daily activities filled with tasks that lead up to the future you or your future organization? Celebrate your achievements and plan for what is next.

NJAWBO is currently reimagining our future. We want to hear from you. Our culture is one of openness, collaboration, and diversity. Does this organization reflect its members? Are we on target with what your business needs? I want to know and need to know, so the shaping of our future is reflective of the NJAWBO community. I look forward to hearing from you at president@njawbo.org.

I welcome the warmer days ahead and pace of summer. Hoping to see you at a networking, fun meetup, or one-to-one soon. Wishing you and yours a restful and inspired summer.

Bertha

Bertha Robinson
NJAWBO State President





BCB Bank
**ALWAYS READY TO SERVE
 YOU AND YOUR COMMUNITY**

**WE HAVE THE
 PRODUCTS AND SERVICES
 TO SUIT ALL YOUR BANKING NEEDS.**

- SAVINGS & CHECKING ACCOUNTS
 - CDS
- BUSINESS LOANS
- RESIDENTIAL MORTGAGES
- SMALL BUSINESS LENDING
 - LINES OF CREDIT
 - AND MORE!

BCB has locations throughout
New Jersey and New York.

*Visit our website or call us for a
 full list of hours and locations.*

MAKING AN IMPACT

WWW.BCB.BANK | 1.800.680.6872



New Members

Gbemisola Adetayo

Diaspora Branding Co, Landing

Angelique Carbo

B & M Coaching and Consulting LLC, West Orange

Nicolette Chin

Supporting Strategies | North Central NJ, Summit

Elizabeth Demkin

United Forms Finishing, Hillside

Christina Haight

Je T'aime TJC LLC, Franklin

Yvette Murry

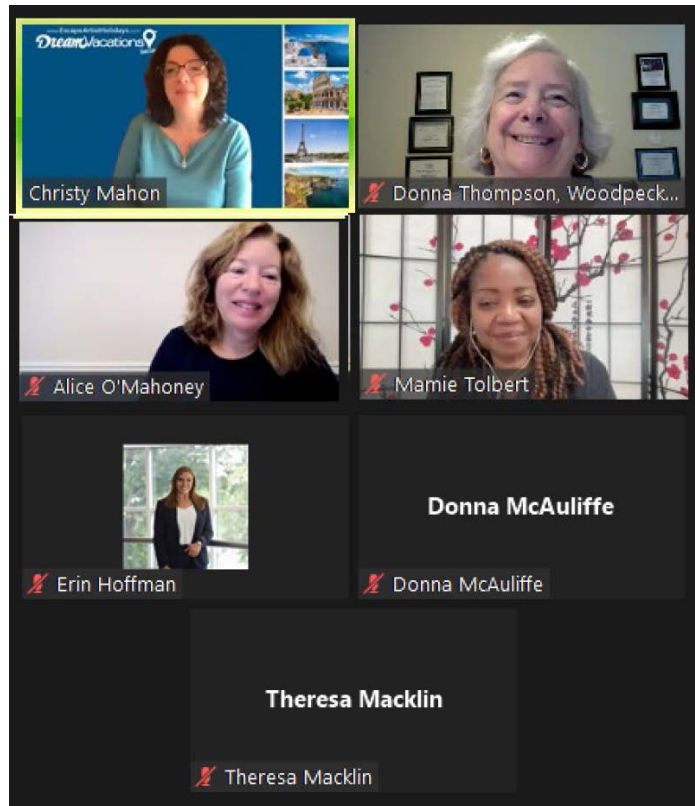
YRM Consulting Group, LLC, North Brunswick

Jacqueline Rahbari

Inspired People Ops., LLC, Somerset

Yumi T. Zaic

Zaic Design LLC, Princeton



NJAWBO Northeast 5-11-2023

Member News

Theresa Macklin Featured on NJMOMpreneur.com

Earlier this year, Theresa Macklin, owner of Beyond Yarn, was featured as a NJMOMpreneur of the Week on NJMOMpreneur.com. Theresa is a lifelong crafter, who opened her own shop in Union in 2019. Beyond Yarn is a local yarn shop that provides quality yarn for crocheting and knitting.

Classes are offered for beginners who yearn to learn the craft and experienced fiber artists who want to hone their skills. To read the article, visit <https://njmom.com/mompreneur/theresa-macklin-beyond-yarn-our-njmompreneur-of-the-week/>

“Our initial focus was creating a safe space for crafters of all kinds,” notes Theresa. “I and my staff are very proud to also help communities in need as an extension of our crafting focus.”

Theresa implemented a Community Care Initiative to help those in need, and her efforts support the following nonprofits: Knit the Rainbow, Knitted Knockers, Knots of Love, Hats Not Hate, Children Specialized Hospital of NJ, and the Elizabeth Coalition. You can learn more about these organizations by accessing the Charity tab at <https://www.beyondyarnunion.com/>.

Beyond Yarn is located at 1023 Stuyvesant Ave., Union, NJ, 07083. The shop is open Wednesday through Sunday, beginning at 11:00 a.m. Theresa can be reached at 908-688-9001 or beyondyarn@beyondyarnunion.com.



Willa Edgerton-Chisler Facilitates Event for Dress for Success Northern NJ



Willa Edgerton-Chisler (far left) and Mamie Tolbert,

Dress for Success Northern NJ (NNJ) program coordinator, facilitated an Empowerment Strategies event, Steps2Success, hosted by ADP on May 9.

“It was wonderful having the NJAWBO president-elect, Mamie Tolbert, participate as a panelist at this event,” notes Willa. “Since joining NJAWBO in August 2006 and serving as its president in 2010–2011, I’ve developed connections with many amazing diverse women business owners and knew they would answer the request and support the members of Dress for Success NNJ.”

Dress for Success NNJ offers long-lasting solutions that empower women to obtain safer and better futures.

The organization offers women professional development programs, a network of support, and provision of professional attire. For more information, visit <https://northernnj.dressforsuccess.org/>.

Gain Valuable Benefits by Joining



Relationships & Networking



Referrals & Advice



Revenue & Growth



Marketing & Exposure



Prestige & Credibility

NJAWBO
NJ Association of Women Business Owners

www.NJAWBO.org

Cecelia Henderson Attends WSI 2023 Global Convention



In May, Cecelia Henderson, owner of WSI Marketing Edge, attended the 2023 WSI Global Learning Convention in Punta Cana, Dominican Republic, where she gained knowledge and exchanged ideas with other marketing thought leaders. The WSI network spans more than 80 countries.

“Attending WSI conventions provides me the opportunity to learn about the latest developments in the fast-changing digital marketing industry, gain some best practices for running my business, and of course, interact and collaborate with other WSI marketers,” notes Cecelia. “A major theme running throughout the conference was the impact of Artificial Intelligence (AI) on business in general. It can be seen as a great opportunity or a significant threat. But as AI works its way into the way business is done, business owners will need to fully understand the risks.”

Cecelia Henderson is the owner of WSI Marketing Edge, a digital marketing agency located in Wayne. WSI Marketing Edge provides marketing strategy, website development, search engine optimization, content development, social media marketing, and digital advertising. Her customized digital marketing programs are designed to generate leads and grow sales. Cecelia’s passion is helping clients strengthen their marketing capabilities and creating and executing strategies that get results. You can reach Cecelia at 973-727-0039 or cahenderson@wsimarketingedge.com, and learn more about her services at <https://www.wsimarketingedge.com/>.



Cecelia taking a break with a couple of mermaids between sessions



Alissa Randall Opens Photography Studio in NYC

Alissa Randall, lead photographer and CEO of All About Headshots, has announced the opening of her second photography studio, located on West 38th Street in New York City. Her main studio is in Verona.

“I’m thrilled to have the NYC studio space,” says Alissa. “I believe a headshot should capture the person’s essence, and the new studio will be a more convenient location for my New York clients. I believe everyone deserves a headshot they’re excited to use, one that helps others see their true and authentic selves reflected in that headshot. I’m truly living my life’s purpose—helping people see themselves for the first time.”

All About Headshots is not just about the photos—it’s about creating an experience where people feel valued, heard, and comfortable to bring their full selves to the foreground. Alissa and her team also offer styling consultations, professional hair and makeup, and create a stress-free experience for each client. In addition to headshots, full body portraiture and dog photography are also available. To learn more about All About Headshots, contact Alissa at alissa@allaboutheadshots.com or visit <https://www.allaboutheadshots.com>.





Vida Rose Coaching Solutions Launches LeaderSHIP™ Retreats: Bespoke Adventures for Women in Growth Mode

Malina Poshtova Delamere, founder and president of Vida Rose Coaching Solutions, is a firm believer that life is an adventure and opportunities often come in disguise. As an executive coach working with businesswomen in growth mode, Malina often helps her clients to spot those rare opportunities, shed their limiting beliefs, and conceive creative strategies for success in business and life.

With the launch of her proprietary LeaderSHIP™ Retreats program, Malina's goal is to take her clients on adventures and offer them experiences that will transform their thinking and create clarity, connections, and camaraderie that last a lifetime. These retreats are crafted to help participants reset their minds, recharge their bodies, reconnect with themselves, and regain their purpose.

Held at carefully curated locations, LeaderSHIP programs feature strategy sessions, team building, group and one-on-one coaching, as well as unique experiences, custom tailored for small groups of business leaders or their teams. Some of these experiences include meditation, yoga, nature walks, or a day of sailing onboard Vida Rose, Malina's new Beneteau Oceanis yacht, skippered by a U.S. Coast Guard licensed captain.

Upcoming LeaderSHIP retreats range from a single-day experience at the beautiful Copper House in Upper Bucks County, PA (June 10); to a week at a medieval fortress in Italy (Oct. 23–27); or a weeklong Northern Lights adventure on a private island among the fjords of Norway (March 4–8, 2024).

Guests at the Italy retreat will enjoy an archery masterclass and a visit to a winery that has been in the same family for centuries. In Norway, retreat participants will embark on kayaking and Viking cave expeditions and take part in an intimate talk with renowned Polar Explorer Børge Ousland. Both retreats feature daily yoga and meditation sessions with Nina Butler, a world renowned yoga teacher and retreat leader.

The day at Copper House includes a one-hour self-defense workshop with six-time karate world champion Christina Ioannides. Also included are two leadership coaching sessions, and a walking meditation through the Copper House woods.

All retreats offer plenty of downtime to reflect, journal, or simply relax. All retreats also include exquisite food and drink, featuring organic, seasonal, locally grown ingredients. Finally, all retreats allow for effortless networking in the company of strong, authentic, inspiring women.

To find out more, book your retreat spot, or discuss creating a bespoke LeaderSHIP experience for your team, visit www.vidarosecoaching.com.



RELATIONSHIPS ➡ REFERRALS ➡ REVENUE

Public Relations Increases Brand Awareness: Easy Tips to Begin Press Outreach

by Andrea Pass

Public relations (PR) is the practice of deliberately managing the spread of information between businesses and the public using media sources. It is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

PR differs from advertising in that PR is about earned coverage—and is not, for the most part, paid. PR is third-party editorial endorsement of your business, product, book, nonprofit, etc.

When is the Right Time to Start Press Outreach?

Today! Whether your business has been around for years and years or if you launched recently, there is no better time than today to begin media outreach. There is never a guarantee as to when an interview or story will appear; however, “You’ve got to be in it to win it.” By starting now, an experienced public relations professional will be able to begin securing press coverage and get on the radar screens of appropriate reporters, producers, hosts, and freelance writers.

If you have a book to publicize, previous times required that galleys or advanced reader copies of books be sent to book reviewers a minimum of 90 days prior to publication. Those rules no longer hold true. Book publishing can be done more rapidly than ever; therefore, press outreach can take place prior to and following a book’s publication date. In fact, most press occurs after the book is available to the public.

When is a Company or Author Ready to Start Public Relations?

Remember to have an updated website and social media pages prior to launching a media relations program. Journalists and producers will be looking to see that your business is active on social media. If you have a product or book, it is important for those items to be available on Amazon. A website can be as simple as a business overview; biographies; headshots; and product, book, or service images along with links to outside sales sites.

Effectively Pitch the Press to Reach Target Audiences

The tradition of who, what, where, why, and how continues to be the basis of any media coverage. Start by understanding your business goals and what the business offerings are that are newsworthy. A new company, general services, products, or a book that has not previously been publicized are items that will secure media coverage. If a firm has insights into a current breaking news story, that is also a way to reach appropriate audiences via press outreach. An experienced public relations professional will approach press outreach by highlighting the business, product, book, or nonprofit to appropriate media to gain interest.

Research Target Media

Remember that potential buyers, whether consumer or business oriented, wear many hats. Take the time to research appropriate newspapers and magazines as well as trade outlets, blogs, online news sites, podcasts, and more. Magazines and trade media work months and months in advance. Online media tends to have shorter lead times. Podcasts run the gamut. Some record months ahead while others air live. Have a variety of press in the mix to keep the business in the press on a consistent basis.

Be Prepared to Ship Products to Journalists

If you have a product or book, be sure to have items available to send to members of the press. Do not ship any products unless they are requested. Wait at least three weeks before following up via email with interested journalists.

Share, Post, and Repost

Once reviews, interviews, or quotes appear, take advantage of sharing on business and personal social media pages to increase eyeballs. Be sure to tag the media outlet and, if available, the reporter.

While a majority of media stories can be evergreen, try not to tie anything to a specific date to keep the content relevant on an ongoing basis.

Post the day the article, interview, or review appears and then feel free to repost a few weeks or months later and again a few months after that. Fellow businesspeople and consumers are always looking to absorb new content. By sharing an interview, bylined article, quote, book review, or feature, brand awareness is increasing and the business stays relevant and in the news.

Today Is the Time to Begin Your PR Outreach

According to Richard Branson, "Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad."

Add public relations to the marketing mix and begin to reap the benefits of increased brand awareness.

© 2023 Andrea Pass



Andrea Pass, owner of Andrea Pass Public Relations, has been in the public relations field for over 30 years and has represented a wide range of businesses, consumer products, and authors. She has the dedication and know-how to keep clients relevant by securing press coverage in print, broadcast, online, and new media. Visit www.AndreaPassPR.com. To schedule a complimentary 30-minute consultation, please click on the "Appointments" tab.

Connect with her at:

www.Facebook.com/AndreaPassPublicRelations
<https://www.linkedin.com/in/andrea-pass/>



NJAWBO
NJ Association of Women Business Owners

**2023 Statewide
Oceanfront
"Just Networking"
Luncheon at the
Jersey Shore**

SEPT 28, 2023 - 11:30AM-1:30PM
Rooney's Oceanfront Restaurant, Long Branch
REGISTER AT [HTTPS://MEMBERS.NJAWBO.ORG/EVENTS](https://members.njawbo.org/events)

**Please consider bringing a
package of diapers
(size 1) to support
Love Lifts Us Up.**

Love Lifts Us Up is a collaborative, interfaith ministry in the Shore Region that helps seriously ill infants, children, and their families at Jersey Shore University Medical Center, located in Neptune (Monmouth County).



PSEG



BCB Bank



Shaping Minds and Changing Perspectives: The Transformative Power of Experiences

by Malina Poshtova Delamere

In the realm of personal growth and self-discovery, experiences hold a unique and profound influence. Whether they come in the form of travel, relationships, challenges, or adventures, experiences have the power to transform people's thinking, reshape their perspectives, and catalyze personal development. This article explores how experiences can be catalysts for transformative change and offers insights into why they hold such tremendous power over our minds.

Broadening Horizons

Experiences have an uncanny ability to broaden our horizons and expand our understanding of the world. By exposing us to new environments, people, cultures, and perspectives, they challenge our preconceived notions and break down the barriers of ignorance and prejudice. When we step out of our comfort zones and immerse ourselves in unfamiliar settings, we gain a deeper appreciation for diversity and develop a more nuanced understanding of the complexities that exist beyond our immediate surroundings.

For instance, traveling to a foreign country can transform our thinking by exposing us to different customs, traditions, and ways of life. It opens our minds to new possibilities, fosters empathy, and cultivates a sense of global citizenship. Similarly, engaging in meaningful conversations with individuals from diverse backgrounds can shatter stereotypes and reshape our worldview, promoting tolerance and understanding.

Building Resilience and Adaptability

Experiences often involve confronting challenges and overcoming obstacles. These trials, though difficult at the time, possess the potential to reshape our thinking and instill valuable life lessons. Adversity has a way of pushing us beyond our limits, forcing us to tap into our inner reserves of strength and resilience. Through experiences, we develop the ability to adapt, grow, and thrive in the face of adversity.

Take, for example, participating in physically demanding activities such as hiking, rock climbing,

or endurance sports. These can test our physical and mental endurance. Pushing through these challenges not only strengthens our bodies but also fortifies our minds, teaching us the value of perseverance, determination, and self-belief. These lessons extend beyond the specific activity and translate into our daily lives, equipping us with the mindset and skills necessary to tackle obstacles with confidence.

Shifting Perspectives

Experiences have the remarkable power to challenge and transform our perspectives, enabling us to see the world through different lenses. They provide us with alternative viewpoints and expose us to new ideas and philosophies, often leading to profound shifts in our thinking.

Engaging in volunteer work, for example, allows us to witness firsthand the struggles and injustices faced by marginalized communities. This exposure can ignite a sense of empathy and social responsibility, motivating us to become better leaders and advocates for positive change. Similarly, attending thought-provoking conferences or workshops can introduce us to groundbreaking research, innovative ideas, and transformative theories that reshape the way we perceive ourselves and the world around us.

Promoting Personal Growth and Self-Discovery

Experiences serve as catalysts for personal growth and self-discovery, pushing us beyond our comfort zones and unlocking our true potential. They encourage introspection, self-reflection, and create a deeper understanding of our values, passions, and aspirations.

Embarking on a journey, solo or in the company of likeminded individuals, allows us to step away from the distractions of daily life and explore our inner selves. It provides the space and solitude necessary for introspection, enabling us to reconnect with our dreams, desires, and purpose. Through this process, we gain a clearer sense of self and develop the confidence to pursue our passions and make choices aligned with our authentic selves.

Experiences possess a transformative power that extends far beyond the moment itself. They challenge our existing beliefs, broaden our horizons, and reshape our perspectives. They open our minds to possibilities we could not have imagined. Through the lessons learned and the wisdom gained, experiences promote personal growth, adaptability, and a deeper understanding of ourselves and the world around us.

© 2023 Malina Poshtova Delamere



Malina Poshtova Delamere

is an executive coach, business consultant, and high-performing team facilitator. She is the founder and president of Vida Rose Coaching Solutions, a leading executive coaching practice

for women whose business, career, and life are in growth mode.

Sailor, journalist, strategist, and adventurer at heart, Malina invests in her clients' success. She works with individuals, teams, and organizations to improve performance and achieve results through leadership and life coaching, strategy consulting, team facilitation, and her proprietary LeaderSHIP™ retreats, where adventure and bespoke experiences are part of the learning.

Malina challenges herself and her clients to question assumptions, think boldly, conceive and implement creative solutions, and move forward with clarity and confidence. Using proven techniques and coaching tools, Malina partners with her clients to set clear and achievable goals, track progress, measure results, and deliver value.

Malina lives in Pennington, NJ, with her family and dog. She loves to sail, ski, practice yoga, read good books, and meet interesting people with great stories to tell. She can be reached at 609-255-9667 or via her website, www.vidarosecoaching.com.



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.

P O W E R I N G P R O G R E S S

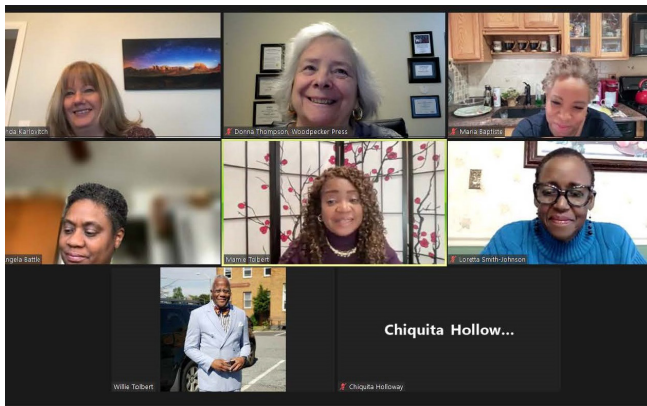
EMPOWERING PEOPLE > POWERING LIFE



NJAWBO News



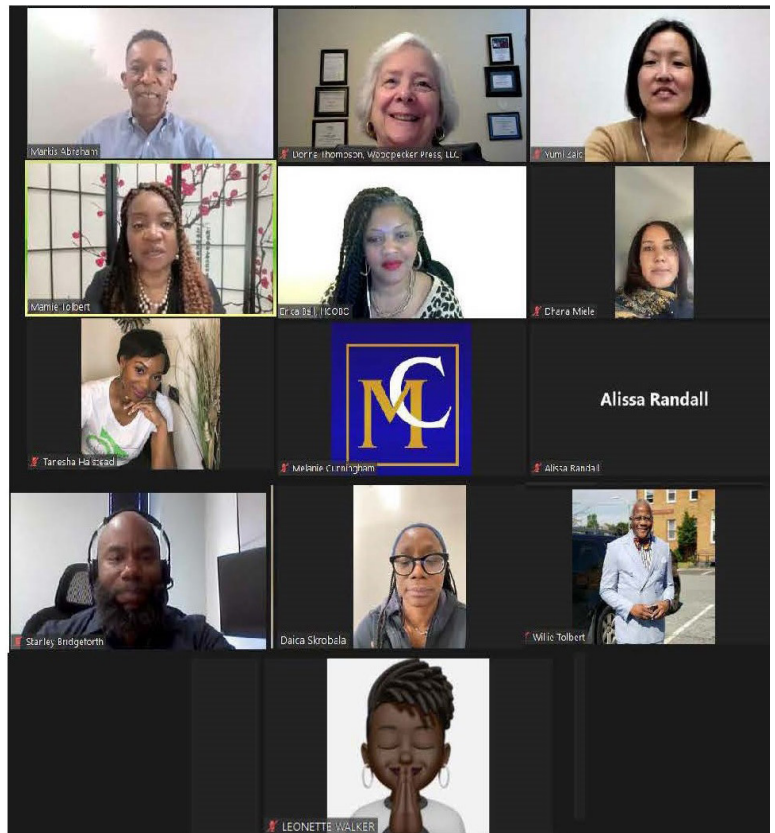
NJAWBO Board of Trustees for 2023–2024, Standing (left to right): Rosanna Imbriano, Robin Tabakin, Jeanine Dargis, Laurel Bernstein, Cecelia Henderson, Malina Poshtova Delamere, Holly Kaplansky, Bertha Robinson, Donna Thompson, and Taryn Abrahams; Seated (left to right): Mamie Tolbert and Melanie Cunningham; Missing from photo: Angela Acosta and Christy Mahon



NJAWBO MetroEast 3-15-2023



NJAWBO Just Networking Event 2-2-2023



NJAWBO MetroEast 4-19-2023

NJAWBO Upcoming Events

2023 Weekly Events

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

8/17, 10/19

2023 NJAWBO Happy Hours

6/15, 7/19

2023 NJAWBO Monthly Membership Roundtables

6/27, 8/29, 9/26, 10/31, 11/28

2023 NJAWBO Professional Development Series

6/1, 10/10

2023 NJAWBO Annual Statewide Events

September 28

NJAWBO 2023 Oceanfront Networking 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/>

PROUD NJAWBO SPONSOR

*"Honored to be Named Among The
Top Dealerships in the Nation For
Outstanding Female Friendly Service."*

Judith Schumacher-Tilton, President



2012 - 2016
WOMEN'S CHOICE AWARD*

FIND NEW ROADS

Come Join the Family

SC SCHUMACHER
CHEVROLET AUTO GROUP

CLIFTON
973.472.5500

LITTLE FALLS
973.256.1065

DENVILLE
973.627.0900

SchumacherChevy.com

CHEVROLET



NJAWBO BOARD OF TRUSTEES 2022–2023

NJAWBO Executive Committee

President: Bertha Robinson, 732-705-5060,
bertha@staroneprofessional.com

President-Elect: OPEN

Secretary: OPEN

Treasurer: OPEN

Immediate Past President: Holly Kaplansky,
201-681-6231, holly@redwagonconsulting.com

Nominations Chair: Taryn Abrahams, 973-803-8276,
info@empowerbehavioralservices.com

VP of Administration: Melanie Cunningham,
212-457-1622, melanie@mcunninghamlaw.com

VP of Corporate Relations: Rosanna Imbriano,
973-444-2317, info@riconsultingllc.com

VP of Events & Programming: Donna R. Thompson,
973-476-2719, donna@woodpeckerpress.com

VP of Marketing: Cecelia Henderson, 973-646-8947,
cahenderson@wsimarketingedge.com

VP of Membership (Interim): Laurel Bernstein,
201-927-5927, bernstein.laurel@gmail.com

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,
cmahon@dreamvacations.com

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

© 2023 NJAWBO. All rights reserved. *The Bottom Line* is the official publication of the New Jersey Association of Women Business Owners, Inc. (NJAWBO). It is published quarterly.

Production Manager: Donna Thompson

General Inquires: njawbo@njawbo.org, 609-308-2530, or NJAWBO, P.O. Box 133, Cedar Grove, NJ 07009

The New Jersey Association of Women Business Owners 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 CORPORATE SPONSORS

Gold



Silver



Bronze



NJAWBO MEDIA SPONSORS



Suburban Essex

