

the BottomLine

PRESIDENT'S MESSAGE

This was an amazing 40th Anniversary Year for NJAWBO, which is the focus of this exceptional Autumn issue. So, please be sure to read the special article, "The New Jersey Association of Women Business Owners Turns 40," written by writer and longtime member, Joyce Restaino. She makes some interesting comparisons between 1978 and 2018, and includes quotes from several members she interviewed as well.

Also in this issue is a selection of photos from our celebratory gala held on June 12 at The Imperia in Somerset. It was a terrific event, with interesting interviews of past NJAWBO presidents who shared insight, experiences, and advice to inspire our members and future leaders to achieve their goals and dreams.

For those of you who are members and sponsors, I thank you for being part of NJAWBO. To those who are not yet members, I encourage you to join. I've been a member since 2005, and it truly has benefited me and my business in so many ways.

As we head into our 10th decade of encouraging and supporting business ownership by women, I wish you all Happy Holidays and much success for 2019.

Holly
Holly Kaplansky
 NJAWBO State President



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NJAWBO
40th
Anniversary
Issue

June - October 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

Gina Marie Kleinhans

Revelation Creative LLC, Annandale

Rehab Maklad

Maklad International, Somerset

Bilynda Molish

BMM Enterprises LLC dba TapSnap1097, Hillsborough

Rebecca A. Hoffman

Affinity Federal Credit Union, Basking Ridge

Cheryl Sullivan

Green Medicine NJ, LLC, Boston, MA

MetroEast Region

Analesa Berg

Shema Productions Inc., West Orange

Geetakumari Fofandi

Faith Home Healthcare, Fairfield

Sandra J. Friaglia

Sandies Specialties, Inc., Cedar Grove

Bhavana M. Patel

SunFlex Packagers Inc., Cranford, NJ

Northeast Region

Layla Andrade

M&T Bank, Wayne

Melanie Cunningham

Melanie Cunningham Law Office P.C., Clifton

Shore Region

Megan Duffy

The Junkluggers of the Jersey Shore, Tinton Falls

South Jersey Region

Chinwe Ezeh

Fabulous Icon, Cherry Hill



Northeast Region



MetroEast Region

RELATIONSHIPS



REFERRALS



REVENUE

New Jersey Association of Women Business Owners Turns 40

by Joyce Restaino

Its youngest members, millennials, weren't born. Some of its baby boomer members have belonged for more than 30 years. The New Jersey Association of Women Business Owners (NJAWBO), the longest-standing, statewide women-owned business organization, is 40.

Founded in 1978, serving as an advocate and supporter of women business owners for four decades is quite an accomplishment, especially when you consider this: In 1978, The Pregnancy Discrimination Act, which gave pregnant women the right to work, became federal law.¹ Diane Keaton won the Best Actress Oscar for her role in Annie Hall. At the end of the year, the Dow Jones Industrial Average closed at 805.² Microsoft (three years old) and Apple (two years old) were toddlers. Print, phone, and face-to-face meetings were the primary ways to market your business.

Forty years later, Frances McDormand won the Best Actress Oscar for her role in Three Billboards Outside Ebbing, Missouri. On November 9, 2018, the Dow Jones Industrial Average closed at 25,989.³ Microsoft (forty-three years old) and Apple (forty-two years old) are showing gray hair. Marketing is literally at your fingertips as young social media platforms play a major role in how businesses communicate. YouTube (thirteen years old), Facebook (fourteen years old), and LinkedIn (sixteen years old) are teenagers, while Instagram (eight years old) and Twitter (seven years old) are youngsters.

In 1982, when NJAWBO was a kindergartner, there were about 2.6 million U.S. women-owned businesses.⁴ In 2017, the number jumped to about 11.6 million, making up thirty-nine percent of all U.S. businesses.⁵ So much has changed in forty years—from culture to attitude to technology. But one thing that has never changed since its founding is NJAWBO's purpose: To support and encourage the development and growth of women-owned businesses.




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FIND NEW ROADS



NJAWBO BUILDS LEADERS

Marlene Waldock is not afraid to take on leadership roles. Owner of 1st Impression Communications, LLC, her company provides personal and business coaching, key-note speaking, and development workshops. A member since 1994, she held a number of regional and state positions, including state president. "As president, you have a larger stage to lead from," says Waldock. "With a larger stage to lead from, you can expand your circle of influence." For Waldock, this included connecting with government officials, as well as securing a spot on News 12 where she hosted a weekly TV program, NJ Business, for five years.

"I knew I would need the support of other women who had achieved success," says Rosanna Imbriano, who joined NJAWBO in 2001. The owner of R.I. Consulting, a marketing consulting firm, it's obvious NJAWBO brought out the leader in her. In 2013, Imbriano launched Sempre Avanti, a nonprofit organization that offers support and resources for Italians, and in 2016 she became NJAWBO state president and now serves as immediate past president.



"I knew I would need the support of other women who had achieved success."

Laura E. Graziano, owner and president of Laura E. Graziano, LLC, which offers personal development and coaching programs, became a Northeast Region Event Coordinator shortly after joining the organization in 2014. When the

"Through my involvement with phenomenal NJAWBO women, I have grown more confident as a leader, presenter, and business owner."



leadership team chair position for that region opened, Graziano jumped at the opportunity to serve. "Through my involvement with phenomenal NJAWBO women, I have grown more confident as a leader, presenter, and business owner," she says.

...LOTS OF LEADERS

"If you want the opportunity to step up to a leadership position, join NJAWBO," says Holly Kaplansky, owner of Minuteman Press of Newark, which specializes in printing office and marketing materials. "It gives you visibility and credibility as a trustworthy business." A NJAWBO member since 2005, Kaplansky followed her own advice and is the organization's current state president.



"If you want the opportunity to step up to a leadership position, join NJAWBO."

Both Lindsay Haug and Ed Gaelick joined NJAWBO in 2016. Haug is co-founder of The GHOS Factor Mentoring Program, which offers mentoring programs to youth. Gaelick's company, PSI Consultants, LLC, is a broker for life and health insurance services. Gaelick, one of NJAWBO's few male members (membership is open to men), says he realized that as a business owner NJAWBO was a "natural fit."

NJAWBO was a “natural fit.”



When it comes to building better leaders, Haug credits the organization’s members for their wealth of knowledge, which she can easily tap into. For Gaelick, who’s owned his business since 1985, it’s about helping those who have less experience. Gaelick claims that sharing his knowledge and experience makes him a better leader.

NEVER-ENDING SUPPORT

With a website and a presence on social media, every business is open 24-7. A competitor or a prospect can research you and your company day or night—and judge you. To be the chosen company, you need support—especially if you’re a solo business owner. NJAWBO offers plenty of support, whether it’s motivation, expertise, education, business trends, or exposure to new ideas and new customers.

For Haug, “NJAWBO’s events and speakers are a great resource. They help me,” she says, “have better insight into the do’s and don’ts of running a successful business as well as help me understand my purpose.”



“NJAWBO’s events and speakers are a great resource.”

For Gaelick, it’s about the opportunities to meet members, then share and give, which helps everyone grow.



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When looking to grow and develop, “NJAWBO is an organization,” says Waldock, “that gives you a platform to meet people, make connections, and showcase your leadership.”



“NJAWBO is an organization that gives you a platform to meet people, make connections, and showcase your leadership.”

As a solo business owner, Graziano feels it’s important to have a professional support network. She was attracted to NJAWBO for its resources, mentoring, and networking with other women businesses owners.

Like Graziano, Kaplansky knows that owning a business can be isolating, so being a NJAWBO member gives you a sense of belonging to something bigger. “Members help each other and do business together,” she says.

SURROUNDED BY OPPORTUNITY

Looking for opportunity? NJAWBO members are surrounded by it, but those who find opportunity are visible. They attend events and make connections. They raise their hands to take leadership positions on the state board or in one of the six regions that make up the statewide organization.

From her NJAWBO stage, Waldock experienced opportunities she might not have otherwise. She met John Corzine when he became a U.S. Senator, was invited to the governor’s mansion on many occasions, was named NJAWBO Business Woman of the Year, and had former Governor Christine Whitman as a guest on her final TV show.

When you’re looking to get referrals and to grow your customer base, look no further than NJAWBO. “By building relationships with other members,” says Kaplansky, “you have the opportunity to tap into their networks and get referrals.”

After speaking at a NJAWBO conference, Graziano was asked to write an article based on her presentation “Bloom to Your Full Potential by Bringing Passion to Your Profession” for the NJAWBO website. After the article was posted, she was contacted by the president of Women Leaders in Action, who was searching for a speaker to present on personal development. “When she visited the NJAWBO website, she was attracted to the subject of my article and reached out to me to speak at her upcoming event,” says Graziano. “That was definitely a NJAWBO moment.”

Through 40 years of challenges and changes, there have been plenty of “NJAWBO moments.” And as the organization continues to support, encourage, and advocate for women business owners—you can count on many more.

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Joyce Restaino, an award-winning writer and editor, is the owner Joyce Restaino Writing and Editing Service and the cofounder of the Big Bold Business Book Series. She works with business owners and professionals who want to increase their credibility and visibility through the power of the written word. To find out how Joyce can transform your knowledge and know-how into articles, blogs, books, and more, e-mail: joycerestaino@gmail.com.



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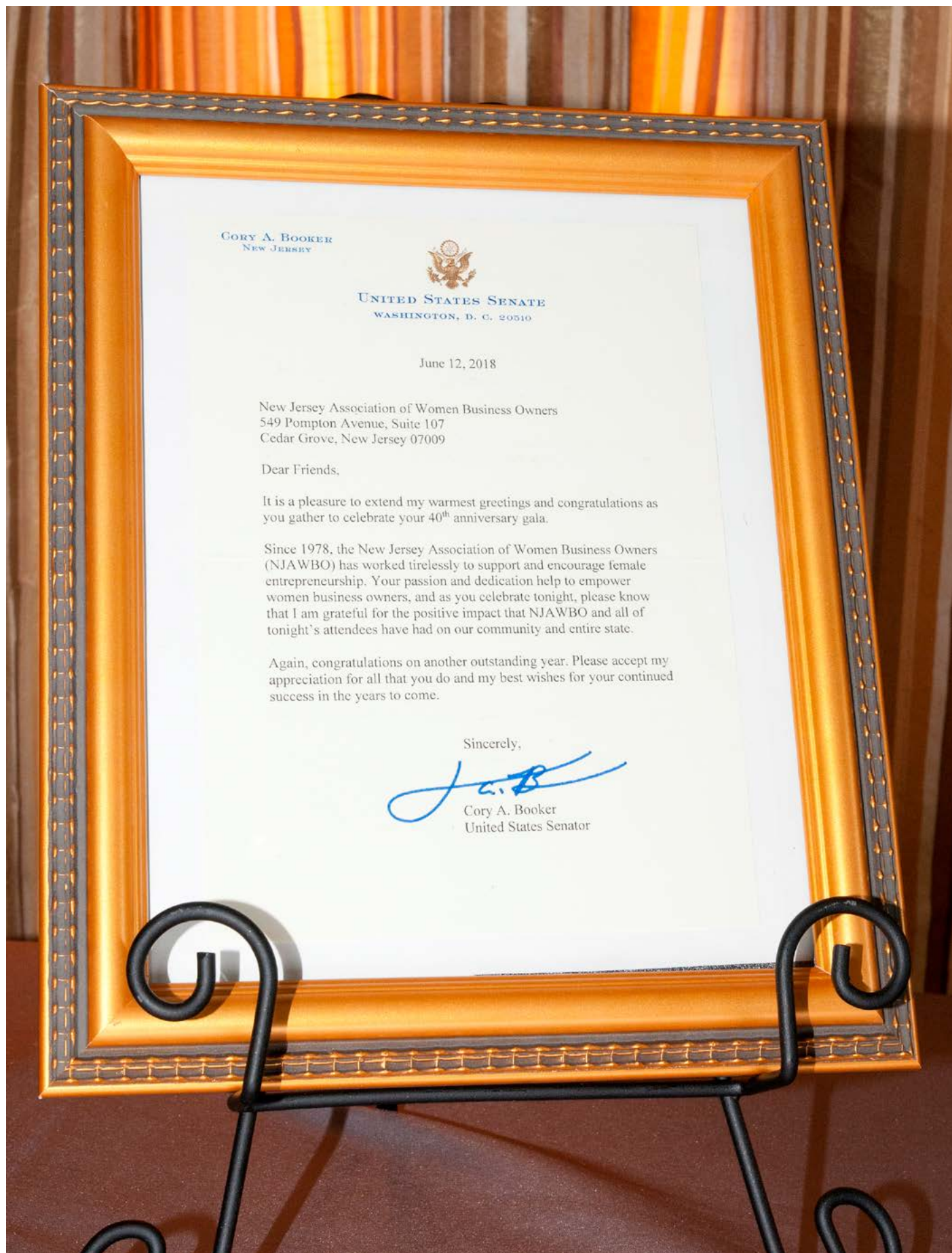


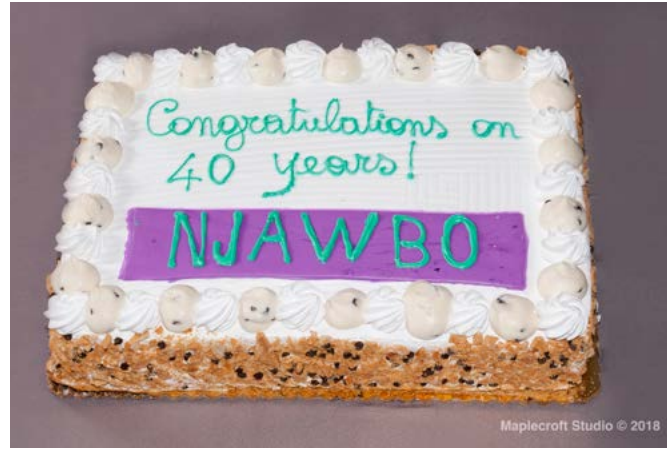
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NJAWBO 2019 Calendar of Region Events to be Announced Soon

Visit the NJAWBO Community Calendar at
www.njawbo.org/events
 for upcoming event details as soon as they become
 available.

**See the ad at the bottom left of this page and save the dates
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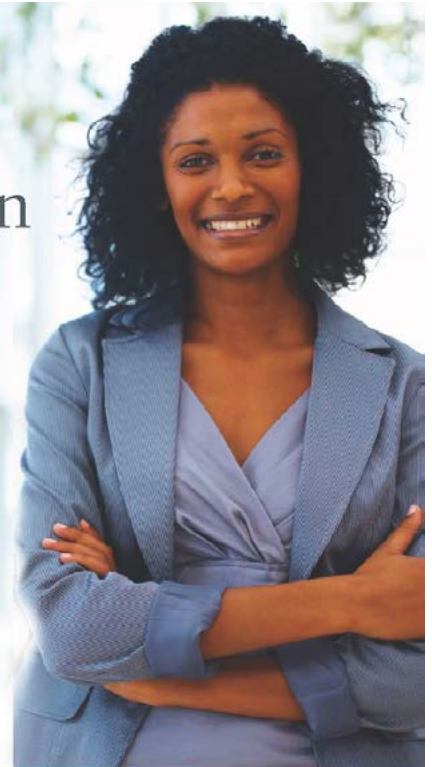
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NJAWBO is the longest-standing statewide organization of women business owners in New Jersey. Its primary objective is to support and encourage business ownership by women. NJAWBO is celebrating its 40th Anniversary throughout 2018!

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