

the BottomLine

PRESIDENT'S MESSAGE

Dear NJAWBO Members and Associates,

I hope this newsletter continues to find you and your family doing well.

I am especially proud and pleased to announce that our Membership Drive has brought in over 15% new members! It is so gratifying to see that businesswomen appreciate all the benefits of being a NJAWBO member and want to be a part of our community.

Our virtual events continue to have outstanding speakers combined with the opportunity to meet and greet other business owners. These meetings give us a valuable way to connect with others during this difficult time and provide useful business resources and information.

One of our many member benefits that I'd like to spotlight is our Mentoring Circle. We are getting ready for our 2021 group. Mentoring groups like this usually cost hundreds, if not thousands of dollars. For a very low fee of only \$99, you can participate in a group limited to 12 members who will work with you to achieve your most pressing goals, provide accountability partners, and share amazing business advice among the group. So, join the group and work on your business, not just in your business. This Mentoring Circle is led by the amazing Laurel Bernstein, an executive coach who has received many outstanding reviews from members who have gone through this program. For more info on the Mentoring Circle, see page 14.

NJAWBO is such an amazing organization, offering the opportunity to be a part of a dynamic and

growing community of knowledgeable, successful, and talented women business owners. We do business together, support and mentor each other and refer our friends, families, and colleagues to NJAWBO businesses. Some of our members join and continue their memberships especially because of the relationships they develop. And of course, the best way to build these relationships is to get involved and get on a committee.

And while I am writing about benefits of membership, if you are a member, please be sure to review your profile on the website. This is another great way to advertise your business. Check to make sure all the information is correct and that you have a robust and informative description of what your business offers. Both members and non-members check the NJAWBO website to find suppliers and vendors. This is another way NJAWBO helps you grow your business. If you need help or have questions, feel free to contact me at president@njawbo.org.

The board members and region leaders continually keep busy to be sure that NJAWBO brings our members RELATIONSHIPS, REFERRALS, AND REVENUE. I want to thank all the Board members and Region Leaders for working so hard to make NJAWBO the great organization it is. I wish all of you well and a Happy and Healthy Holiday Season. I am looking forward to seeing you at an in-person event when it's safe to do so next year!

Holly

Holly Kaplansky
NJAWBO State President

NEW MEMBERS

Get to know our newest members by viewing their online member profile. Go to njawbo.org and search for their name using [FIND A MEMBER](#) in the dropdown menu under Membership.

Central Region

(Mercer, Hunterdon, & Somerset Counties)

Annette Changpertitum

College HUNKS Hauling
Junk & Moving,
Hamilton

Shanta King

Kings Credit Solutions,
Franklin Park

Kristin Moulds

Air Care of NJ, Inc.,
Hamilton

Elena Payton

MassMutual New Jersey-
NYC, Warren

Helen Sanchez

Tanagui LLC, Pennington

Danielle Walters

35th Street Consulting,
LLC, Pennington

Carol Ann Carrington

Colorful Eats LLC, Kearny

Alyce Molinari

Proforma Repromatic, Cedar
Grove

Elaine Russell

Souffle of Shea, East Orange

Mamie Tolbert

Business Resource Connector,
Newark

Arleatha Williams

Harbour Bridge Wealth
Management Advisors,
Summit

Cheryl Woodruff

Cheryl Woodruff
Communications LLC,
East Orange

Northeast Region

(Bergen & Passaic Counties)

Theresa Jackson

Enlightened Journeys Travel,
Allendale

Nita Kundanmal

Law Office of Nita
Kundanmal, P.C.,
Hackensack

Linda Locke

LSL Consulting, LLC,
Hackensack

MetroEast Region

(Essex, Hudson, & Union
Counties)

Sumita Bagchi

Melange Life, Little Falls

Diane Brescher

DB Consulting Partners,
LLC, Westfield

November 18, 2020 | NJAWBO Joint MetroEast & South Jersey Regions' Virtual Event
How Can Your Business Get a Piece of the Action When PSEG Seeks Products & Services?
SPEAKER: Marisol Ramirez, Supplier Diversity Manager, Public Service Enterprise Group, Inc. (PSEG)
Hosted by MetroEast Region Leadership Team Chair, Taryn Abrahams, & South Jersey Region Leadership Team Chair, Carrie Ward.



RELATIONSHIPS → REFERRALS → REVENUE

Purple Seck

Purple Grace LLC, Little Falls

Anita Srivastava

Merrill Lynch, Montvale

Charissa YongCharissa H. Yong Photography, LLC,
Township of Washington**Northwest Region****(Morris, Sussex, & Warren Counties)****Beverly Barnes**

SGW Integrated Marketing, Montville

Razie Dauti

M&T Bank, Denville

Pamela Etzin

An Eye For Detail Inc., Morristown

Susana Fonticoba

Clear Path Strategy LLC, East Hanover

Alice O'Mahoney

ALO Marketing Services, Brookside

Claudia A. Reis

Lenzo & Reis, LLC, Morristown

Kara Hodes-Wechsler

Kaleidoscope Health Ways LLC, Millington

Shore Region**(Middlesex, Monmouth, & Ocean Counties)****Jessica Dahl**

Global One Partners, Cedar Run

Laurie Kopp Weingarten

One-Stop College Counseling, Marlboro

Cheryl Lee

RocaBella Brands, Toms River

Linda ModicaLinda Modica Innovation and Design LLC,
Helmetta**Pooja Patel**

Envie Wedding & Events, Piscataway

Susan RocheSusan J Roche Fine Art Portraits &
Underwater Portrait Photography,
Point Pleasant**Molly Ann Williams**

Williams Concierge, LLC, South Amboy

Anna Zamiaty

AZ Bookkeeping & Consulting LLC, Howell

South Jersey Region**(Atlantic, Burlington, Camden, Cape May,
Cumberland, Gloucester, & Salem Counties)****Juliette Marshall-Curry**

Integrity Home HealthCare LLC, Lumberton

Kimberly Levin

Kim Levin Coaching, LLC, Cherry Hill

Lisa McDonaldT&M Freight Brokerage and Trucking Logistics LLC,
Wilmington, DE**Lexi Reynolds**

Atlantic Shores Offshore Wind, Atlantic City

Donell SousaT&M Freight Brokerage and Trucking Logistics LLC,
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NJAWBO Membership Directory Offers Opportunities for Outreach/Growth

It's Time for Others to Find You and Learn about Your Business

The benefits of your membership in NJAWBO can be as endless as each member would like. From attending virtual networking events to scheduling one-on-one meetings, those taking advantage of and becoming involved with NJAWBO solidify long-term relationships by providing an opportunity to share knowledge, learn new things, and serve as an important referral source to help grow businesses.

The NJAWBO Membership Directory is included in every membership.

Take advantage of the online directory today and upload company information so that others can search the profile by name or by industry. Industry categories range from Accounting, Attorney, Bookkeeping Services, and Construction to Branding, Fashion, Health Care, Real Estate, and Website Design. Members can upload a variety of keywords to make searches easier. Go to the Membership Menu at www.NJAWBO.org, click on Find-a-Member, search your name, and see what comes up.

When a person searches online for a specific name or business, the NJAWBO directory listing may very well appear in the search results, giving a company credibility as being part of the well-established network of quality NJAWBO members.

Elements of the online directory profile can include links to your website, social media pages, phone number, email address, and when appropriate, address. By adding a headshot photo to the profile, there can be an instant connection made between the reader and the member. An overview on the benefits of your business rounds out the listing, while key words add to better search value.

If assistance is needed to effectively fill in your Membership Directory listing, a team from NJAWBO is available to lend a hand. Simply email njawbo@njawbo.org, and a member of the Membership Team will reach out.

Remember: NJAWBO is all about RELATIONSHIPS, REFERRALS, AND REVENUE. Get started on your profile today.



NJAWBO NEWS

NJAWBO Exhibits at Virtual PSEG Supplier Diversity Fair



NJAWBO Virtual Booth at the 2020 PSEG Supplier Diversity Fair, 10/21/2020

NJAWBO was represented at the October 21 Virtual PSEG Supplier Diversity Fair by Bertha Robinson, NJAWBO President-Elect; Donna Thompson, VP of Events & Programming; and Taryn Abrahams, MetroEast Region Leadership Team Chair. The event was organized by Marisol Ramirez, Supplier Diversity Manager, Public Service Enterprises Group, Inc. Check out the NJAWBO virtual booth, with one of the interview videos from our 40th Anniversary Gala on the center screen!

Andrea Pass Featured Panelist for Performance Driven Marketing Institute Webinar



Andrea Pass, of Andrea Pass Public Relations, was one of the featured panelists in the Performance Driven Marketing Institute (PDMI) webinar entitled, Lessons from the Pandemic. The panelists, who were leaders from the teleservices, logistics, and public relations sectors of the performance marketing category.

From the personal to the professional, the COVID-19 pandemic has turned 2020 upside down. We've all been affected, one way or another. The webinar tapped into how the industry has been dealing with the ongoing fallout.

The Performance-Driven Marketing Institute is an association for a new era of marketing and is dedicated to promoting, protecting, and advancing its members, who lead the performance-driven and direct-to-consumer marketing world. Andrea serves as Chair of the PDMI Workshop Council.

Public Relations specialist Andrea Pass is the NJAWBO Northeast Region Membership Coordinator and has recently been appointed by the Board of Trustees as the NJAWBO Interim Vice President of Membership. She can be reached at 201-873-6087, andrea@andreapasspr.com or www.andreapasspr.com.

Bertha Robinson Receives Certificate of Graduation Business Coaching



On October 20, Bertha Robinson, owner of Star One Professional Services, in Somerset, graduated from the Trusted Advisors Coaching Academy's eight-week class that concluded with a written exam and recorded proficiency testing knowledge and competencies. The classes consisted of structured content supplemented by a participant guide, real-time learning through coaching role-plays, integrated behavior event-feed forward, and more.

Upon successful completion of the program, Bertha was awarded a Certificate of Graduation for "professional knowledge of business coaching techniques and proficiency."

Bertha Robinson, a business coach and consultant, is also NJAWBO's president-elect. She can be reached at 732-705-5060 or www.staroneprofessional.com

News continued on page 12

A Healthy Company Grows with Care... and Rules

by Susana Fonticoba

Imagine for a moment these scenarios:

- You're browsing through Costco and decide to swipe your arm across an entire shelf of products, knocking them all to the ground.
- You're banging at the door of a restaurant at 9am, demanding to be let in because you want a salad right now.
- You barge into your doctor's waiting room, ignore those waiting their turn, and push your way into the exam rooms because you want to be seen without an appointment.

Great Companies Deal with Rule Breakers

How far do you think you'll get in each of those scenarios? While imagining them may sound super fun

while we shelter at home, in reality, we know we'd get into a heap of trouble.

Why? Because each successful company has its operating rules, and typically there is zero tolerance for rule breakers.

That restaurant will not seat you at 9am because it's outside of their normal hours. The doctor's receptionist will direct you to wait until those with an appointment have been seen first. Costco will escort you to the security office after sweeping those products to the ground, and you'll have to pay for damages. No, they don't let you have your way no matter how much you think you deserve it.



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The Customer Is NOT Always Right

Entrepreneurs, focused on making money by making customers happy, often forget to address operating rules. They think their business exists to do whatever a customer wants. The customer, regardless of what you were taught, is NOT always right. Sometimes they are rude and thoughtless, which you don't have to tolerate. Sometimes they are lovely people with unusual needs and they hope that you will make this one...little....exception, just for them.

How do you respond when clients ask you

- for services you don't provide
- for payment extensions you don't offer
- for extra sessions you can't give for free

I'm willing to bet that once this happens, you'll feel stressed, anxious and even guilty. If you say no, will they leave to go to your competition? Will they think you're mean and uncaring?

Establish a New Mindset around Protecting Your Operations

What are your operating rules?

If you don't have any, or they are all safely filed in your head, I'm going to ask you to do yourself a favor and embrace this mindset: You own a professional company, an entity. When clients and prospects ask you for more, more, more, just remember that they are NOT respecting you or your business. They are treating you as a person who likes to provide services, instead of treating you the same way they treat "regular" companies.

Every company has rules, processes, systems, and guidelines for acceptable behavior from company employees as well as from customers. You may want to be the nicest person in the world, and become known for great customer service, but NOT to the detriment of the success of your company.

Your Company Depends on You for Survival

Your company is an entity that cannot survive unless you take good care of it. When you let customers dictate the rules, you are allowing your company to be abused. Your company needs to be cared for and protected as well as nourished.

- If you have operating rules, take them out, review them and update them TODAY.
- If you do not yet have operating rules, sit down and write them out TODAY.
- Share with your team. Display them visibly on your wall.

Practice responding politely but firmly: "We don't offer that. This is not the way we operate."

Take Active Care and Nourish Your Company

If it helps to compare your company to a plant that needs air and light and good soil and water, then buy a plant and set it down on your desk where you can look at it every day. If this is your company, you will not let it go without watering. You'll check all the leaves and pull out the weeds. Tend to your company the same way. Care for the health of your company so that you can serve your best clients, serve your mission and thrive within your operating rules.

© Susana Fonticoba



Susana Fonticoba is President of Clear Path Strategy LLC in NJ. Having been a business owner for over 16 years, she has spent the last 3 years as a Business Growth Strategist, helping small businesses attract ideal clients, put systems in place and find joy in their business. She partners with entrepreneurs who are ready to implement a business building process that leads to profitability. Susana can be reached at Susana@ClearPathStrategy.com.

B2B Benefits of Partnering with a Travel Agency

by Christy Mahon

Working with a travel professional is highly advantageous to vacation-seekers, businesses, and organizations alike. There are many ways to leverage the specialties and services offered by a travel agency to suit your needs. Consider the following ideas.

Incentivize Your Crew

Do you have a business goal that might benefit from some friendly competition among your staff? Increasing sales, converting prospects, etc., can be achieved with a vacation reward. A staple among car dealerships and realtors for many years, the prospect of winning a vacation can keep their eye on YOUR prize. Choices can run the gamut from a night at a nice hotel in midtown Manhattan, a weekend stay in beautiful accommodations among a few regional choices, or a bigger prize like a cruise from the NY/NJ area. There's a fit for any budget or timeline to suit your goal achievement levels.

Lean on Me

Do you already travel with a group of likeminded businesses or an association, but organize it yourself? Tap into the expertise of a travel professional who will help you stretch your thinking to new destinations and experiences, while managing the individual bookings for you. From advice to managing the logistics and taking the burden from your team, think of your travel agent as your travel project manager!

Make a Difference

Does your business or organization fundraise for meaningful causes? Use a vacation as the top prize to boost your bottom line. Silent auctions can have a minimum bid giving you the power to set the tone, and you only need purchase the vacation if you reach that goal. No need to pre-purchase and hope for the best. Big prizes or small, work with your travel agent partner to get some excitement around your fundraising.

Employee/Member Perk

Interested in adding to your benefits package for employees or members? Aligning with other businesses for services at a discount can be a simple perk to offer. We can create a "Travel Homepage for Company X" to showcase your business or organization's access to travel. It will show your team you encourage self-care and family time away from the office, with little to no effort on your part.

Take the Show on the Road Sea

Does your business, organization, or association host an annual conference or retreat? If so, you know that in addition to the individual expense each participant may spend on overnight accommodations, there are other operational expenses that factor into the overall costs. When using a hotel or resort, catering is extra, conference space and equipment may be extra, and it adds up quickly. Consider taking your show on the high seas! Cruise lines offer a more inclusive package for individual purchase by your attendees: accommodations, dining, entertainment, and social opportunities are included with cruise fare. Depending on the number of total participants, extras can be added at no additional charge: a wel-

come gift in each cabin, private cocktail parties, even fund-raising. Best of all, conference space and use of AV equipment are not additional charges.

Unique Pairings

Would a client getaway give you an opportunity to integrate a social component into your business or organization, while developing a new partnership? Overlapping client demographics can foster growth between strategic partners. Within our NJAWBO network, there may be a unique pairing to synthesize. For example, a business coach could partner with a wellness coach whose clients would all benefit from a retreat. Working with a travel agent, you might jointly offer your combined clients an escape to a wellness resort. From yoga to Zumba, activities and enrichments can give new space to develop deeper connections and offer increased value to your clients.

Travel advisors bring their knowledge and years of experience to help uncover your needs and interests then craft a totally tailored trip for vacation-seekers, businesses, and organizations. Travelers can book with confidence, enjoy a stress-free experience, know they have an advocate on their side, and can count on their travel manager to support their objectives. Now is a great time to connect with a travel professional to brainstorm ideas and plan something exciting for yourself or your organization.

© Christy Mahon



Christy Mahon is a travel agency owner and land & sea specialist with Dream Vacations – Escape Artist Holidays, Branchville, New Jersey. Her passion for travel began more than 25 years ago on her first vacation to Europe. It had been a dream to visit cultures that inspired her, and during that very first trip she

knew she was hooked—bitten by the travel bug and smitten for life. Discovering new places, experiencing cultures, meeting people... it was addicting. She's been planning immersive, worry-free vacations ever since. Whether you're ready to engage a travel professional for your personal travel aspirations or to support your business' or organization's needs, Christy can be reached at 862-354-8448, cmahon@dreamvacations.com, and online at www.EscapeArtistHolidays.com.

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Know Your Numbers to Grow Them

by Wendy Filler

Productive and profitable business owners have much more important things to do than bookkeeping, but bookkeeping is a crucial tool that will allow you to know your numbers—whether you do it yourself or outsource it.

Tracking every payment you receive or distribute in an organized way will provide you with the data you need to make smart decisions, reevaluate products and services based on their profitability, and compare revenue and expenses from one period to another, be that monthly or annually, to guide you when it comes time to budget for the next year.

Do you have a handle on all your business expenses? How about your revenue? Wouldn't it be nice to see your financial picture monthly, quarterly, and/or annually?

Working with a virtual/remote bookkeeper has its benefits. It does the following:

- Frees you up to do other things
- Motivates you to become more financially organized
- Makes you accountable to someone else
- Enables you to track income and expenses
- Allows you to review all your financial data on a regular basis
- Provides insight into the profitability of your business activities
- Creates ease in the tax prep process and can help you answer questions posed by your CPA

Being organized is the key to using your bookkeeping service cost-effectively. Here's what your bookkeeper will need on a monthly basis:

- Invoices you generate and payments received, including any sales tax collected

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- Invoices you receive from vendors and payments you make
- Receipts for all purchases and method of payment (cash, debit, credit, check)
- Business bank statements
- Business mileage and tolls

Setting up yearly, monthly, weekly routines will make this easy for you. Here's how:

- Set up a monthly digital or physical file-folder system, with a separate file for each month labeled with the month and year (2021 Jan., 2021 Feb., 2021 March, etc.)
- As invoices, receipts, and payments arrive—whether electronically or by mail—insert the printed or digital copy of those documents into your folder in the order they are received.
- On a weekly basis, create a pdf file of the documents associated with any expenses or payments and at the end of the week, email it to your bookkeeper.
- Track your mileage and tolls each time you travel for business. Having a separate mileage expense sheet set up for each month at the beginning of the year will allow you to have them readily available in your car or office or on your phone for this purpose. At the end of the month, scan and email the mileage report to your bookkeeper and then file it in the monthly folder. If you decide to pay yourself at the end of each month for those travel expenses, note that on the sheet as well.
- Download or scan your monthly business bank statement, email it to your bookkeeper, and add it at the back of the monthly physical file or save it in a yearly bank statement directory.

Communicating with your bookkeeper regularly, as needed, will save time:

- Review information received from him/her promptly
- Provide missing information as soon as possible
- Answer all questions
- Ask your questions

What can you expect in return?

- Monthly, quarterly, and annual financial statements

- Monthly statements for client/customer accounts with outstanding balances
- Comparative reports for budgeting purposes
- Peace of mind

Developing and maintaining a system to manage all the paperwork associated with business bookkeeping will be beneficial. The monthly folders will house all your documents for the month, and when your bookkeeper has a question, you'll have the answer at your fingertips. It will surely feel better than sifting through an unorganized box or drawer full of paperwork when its tax-filing time! And, knowing where you stand financially in your business throughout the year will reap benefits that will allow you to make smart decisions to grow your business and be as profitable as possible.

When you're ready to *Know Your Numbers to Grow Them*, I'd be happy to speak with you.

© Wendy L. Filler



Wendy L. Filler, owner of Filler Bookkeeping Services in Maplewood, has many years of experience in accounting and bookkeeping with for-profit and not-for-profit businesses. She earned a B.S. in psychology in 1970 from the University of Illinois, master's degree in education (M.Ed.) in mathematics from the University of Maryland in 1975, and studied accounting at DePaul University in Chicago in 1990. Because of her teaching background, Wendy understands that not everyone is good at all aspects of their business, and she is uniquely able to explain financial recordkeeping to those who may have shied away from maintaining theirs. When working with clients, she manages their books, answers their questions, and relieves anxiety by providing a timely bookkeeping service as well as monthly, quarterly, and yearly financial reports for their review. Wendy can be reached at 205-249-4062 or wendylfiller@gmail.com.

News continued from page 5



Donna Miller Named a Bronze 2020 Stevie® Award Winner

The winners of the 17th Annual Stevie Awards for Women in Business were announced on October 2, and Donna Miller, founder and president of C3Workplace, Montclair, has been named a 2020 Bronze Stevie® Award Winner. The Stevie Awards for Women in Business honor women executives, entrepreneurs, employees, and the companies they run, worldwide. This year's gold, silver, and bronze award winners will be honored at a virtual awards ceremony on December 9.

"In a year marked with COVID challenges," notes Donna, "I was humbled and delighted to receive a Bronze Stevie Award as Female Entrepreneur of the Year (Business Services)."

Donna can be reached at donna@c3workplace.com or 973 509-4632.



Toastmasters International Recognizes Laura Graziano as a Distinguished Toastmaster

Laura Graziano has received the Distinguished Toastmaster Award from Toastmasters International. This recognition is the greatest honor that can be earned by a member of the organization. The award is given only

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to those who have demonstrated outstanding leadership and communication skills and have used these skills to help others in their self-development efforts.

Laura is the owner of Laura E. Graziano, LLC, Personal BEST Coaching & Programs. She is also the Vice President of Administration on the NJAWBO state board. Laura can be reached at laura@lauragraziano.com or 973-204-8232.

Resonate to Revenue Webinar Series Launched November 12

Hosted by NJAWBO member Andrea Pass, of Andrea Pass Public Relations, with co-panelists Morgan Taylor, of Morgan Taylor Marketing, and NJAWBO member Alice O'Mahoney of ALO Marketing Services, the first webinar in the Resonate to Revenue series—Build Credibility Now to Drive Sales, was moderated by Elaine Pofeldt, author of *The Million-Dollar One-Person Business* and journalist with FORBES, Inc., and CNBC.

The webinars in the series, which will be held every few months, are designed to help entrepreneurs and businesspeople learn the value of public relations, social media, and virtual events to increase sales. For more information, contact Andrea Pass, andrea@andreapasspr.com.



News continued on page 15



POWERING PROGRESS

EMPOWERING PEOPLE > POWERING LIFE

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.



NJAWBO 2021 Mentoring Circle

Facilitated by Laurel Bernstein

- ♦ 7-month program, runs February through August
- ♦ Limited to 6–12 NJAWBO members
 - ♦ 1 session per month
 - ♦ 2 hours per session

Participating in the Circle guarantees that one project you've been putting off gets done.

Circle participants will accomplish five major things for themselves and for each other.

NJAWBO MENTORING CIRCLE DATES:

Feb. 10, Mar. 10, Apr. 14, May 12, June 9, July 14, & Aug. 11
(That's once a month for seven months.)

TIME: 9:00 to 11:00 A.M.

LOCATION: Virtual via Zoom

MENTORING CIRCLE PROGRAM FEE IS ONLY \$99.

You must be a NJAWBO member to participate.

LEARN MORE & REGISTER BY 1/15/2021 AT <https://members.njawbo.org/events>

Back by popular demand & with rave reviews from dozens of past Circle participants!!



Laurel Bernstein
Mentoring Circle Facilitator

Laurel Bernstein, owner and founder of Laurel Bernstein & Associates, runs her performance-based business helping business owners or their staff members to create and implement plans for exploring more earning opportunities. About 14 years ago she created and started the process called The Mentoring Circle.

Nov. 3, 2020 | NJAWBO Joint Shore & Northwest Virtual Networking Event
Moving Forward in 2021 SPEAKER: Melanie McDonald, Strategic Receivables
Hosted by Shore Region Leadership Team Chair, Maureen Rushalski,
& Northwest Region Membership Coordinator, Christy Mahon.



NJAWBO MetroEast Hudson County Initiative:
2nd Virtual "Meet & Greet" with the
Kearny Point Women Business Owners



News continued from page 13

NJAWBO 2020 Mentees Drive Launch of NJAWBO Accountability Hour

As a result of the outstanding success and strong mentee relationships developed during the NJAWBO 2020 Mentoring Circle program, the group wanted to continue meeting to keep the momentum going, and the Mentoring Circle founder and facilitator, Laurel Bernstein, agreed.

"The energy that began last Spring culminated in six very well-developed mentee partnerships and an overall team of 12 business owners who are committed to each other," notes Bernstein. "Not all Mentoring Circles result in such a tightly knit group that decides to continue its owner-to-owner accountability commitment beyond the completion of the seven-month program. So, I'm delighted to announce the new NJAWBO Accountability Hour, which will be launched in 2021 for these wonderful mentees!"

Thus, as participants in the NJAWBO Accountability Hour, this group of mentees will continue to meet virtually for an hour a month beginning in February to maintain contact and grow in their accountability relationships, which will help them strategize, solve problems, and work smarter to move their businesses forward and achieve their goals.

For more information about this new program or the 2021 Mentoring Circle, contact Laurel Bernstein at bernstein.laurel@gmail.com.

Paintings by Brenda Hendrickson Featured in *Poetry & Art*



Although Brenda Hendrickson is an accountant, she has a talent for abstract painting. Ten of her paintings inspired her husband, Howard, to write poems that are now featured in the Art & Poetry section of his latest book, *Poetry & Art*.

The painting in the photo is her signature piece, *The Lady with the Red Shawl*. Brenda, a former Treasurer on the NJAWBO state board, is a Certified Senior Advisor and can be reached at bhendrickson@optonline.net and 973-857-7650.

NJAWBO Upcoming Events

Weekly Virtual Events

January 5, 14, 19, 26
February 2, 9, 17, 23
March 4, 11, 16, 24
April 8, 13, 21, 27
May 6, 11, 18, 25
June 3, 8, 16, 24
August 5, 10, 18, 24
September 2, 9, 14, 21, 28
October 5, 14, 20, 26
November 4, 10, 17, 23
December 2

NJAWBO Join the Conversation Virtual Events

January 6, April 29, July 20,
October 1

NJAWBO Professional Development Webinar Series

February 4, May 4, August 31,
November 2

NJAWBO Statewide Virtual Events

March 31, June 30, December 8

NJAWBO Member Virtual Monthly Roundtable

1/8, 2/12, 3/12, 4/9, 5/14, 6/11, 7/9,
8/13, 9/10, 10/8, 11/12, 12/10

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

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Production Coordinator: Donna Thompson

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

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