

# the BottomLine

Greetings NJAWBO Members and Associates,

As you approach the midpoint for 2022, I ask that you reflect on what areas of your life you want to invest more time in. Time is a construct that you cannot take away from or add to. Proactively plan to use the time left in this year to make more strides in your personal and business life. The warmer weather is a motivator to get outside and do more – for you and your business.

I encourage you to ‘dream big and work small.’ Reframe your thinking to view the next six months in the year as an opportunity and not look back at the time that has flown by. Take time to envision what you want to celebrate as you enter 2023 and then write out what action steps you need to take today to meet those goals. You might envision personal objectives like walking more, spending more time with friends and family, learning new recipes, scheduling those annual health check-ins, or business objectives like meeting

more prospects, hiring new team members, retooling processes/procedures, reconnecting with your team, refining your marketing, and more! No matter the goal, right now is the time to act: small steps will lead toward the larger goal.

The smallest and most impactful step could be doing something for someone else. Start with you, your family, friends, neighbors, clients, business partners, and teams. The plan to achieve more starts with giving more.

Simon Sinek put it well: “Dream big. Start small. But most of all, start.”

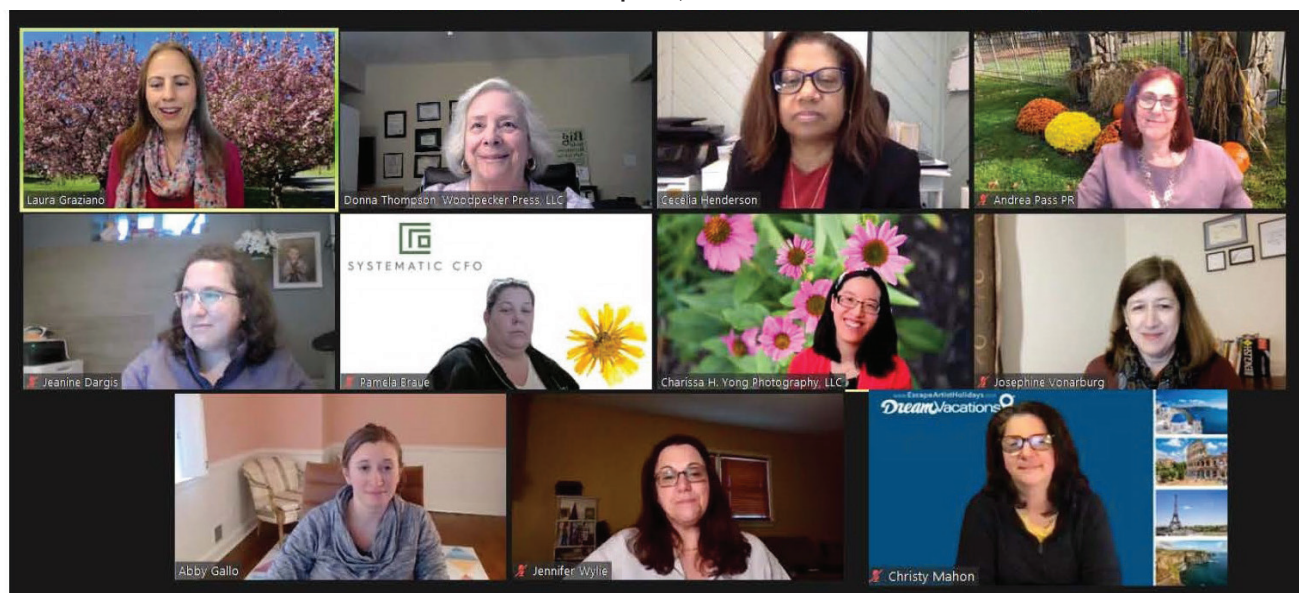
The NJAWBO leadership team and I, are here to serve you. What can we do that is BIG and can have a lasting positive impression on you and your business?

See you soon,

*Bertha*

Bertha Robinson  
 NJAWBO State President

## NJAWBO Join the Conversation: Spring Social April 7, 2022



RELATIONSHIPS → REFERRALS → REVENUE

## New Members

**Philicia Blacknall**

Que-Line LLC, Freehold

**Kathy Bleier**

Kathy Bleier Coaching, Marlton

**Pamela Braue**

PMR Solutions LLC/Systematic CFO, Toms River

**Nancy Calabrese**

One of a Kind Sales, Chester

**Teresa D'Angelo**

Live Love Move, LLC, Mt. Tabor

**Rhonda Maraziti**

Withum, Red Bank

**Irina Mason**

Irina Mason Photography, South Bound Brook

**Jeanne Moir**

International Planning Alliance, Shrewsbury

**Colleen Santistevan**






New Jersey's Clean Energy Program, New Brunswick

**Denise Tolbert**

DT Extended Hands AL & NJ, Newark

### NJAWBO Social Media Platforms

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-  <https://www.linkedin.com/company/njawbo/>
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-  <https://twitter.com/njawbo>
-  <https://www.instagram.com/njawbo/>

**Professional Development Series—No. 2**  
**August 1, 2022, 1:00–2:30 PM**

### Sales: A How-To Practical Guide (or How to Sell if You're Not Good at Sales)

In this sales for the “non-sales professional” webinar, you will learn the fine art of how to sell without selling. This program focuses on the softer side of selling, meaning how to develop long-term relationships with potential customers. If you hate the thought of having to “sell,” this webinar will give you a solution to growing your business without “selling.”


**PRESENTER**

Holly Kaplansky  
 Red Wagon Consulting

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



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## Member News

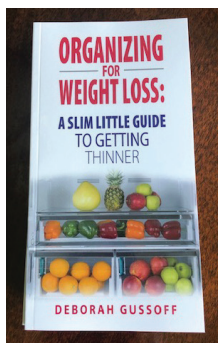
### Deborah Gussoff Elected President of the New Jersey Chapter of the National Association of Productivity and Organizing Professionals

Certified Professional Organizer® Deborah Gussoff has been elected as president of the New Jersey chapter of the National Association of Productivity and Organizing Professionals (NAPO). Deborah is a founding member of NAPO-NNJ and excited to be returning to the board. This will mark her 10th term of service on the Board since the chapter was founded in 2005. Her term began on May 15.

In other news, Deborah has written a book, *Organizing for Weight Loss: A Slim Little Guide to Getting Thinner* (Woodpecker Press, 2022). Packed with organizing tips and helpful hints, readers will learn a smarter way to create and reach weight loss goals, how to organize the kitchen to facilitate weight loss success, how to stay motivated, and more. The first book signing is July 14, 7:00 PM, at Watchung Booksellers, Montclair. To register, go to <https://www.watchungbooksellers.com/event/month/2022-07>

“It’s truly an honor to have been elected as president of NAPO-NNJ, and I look forward to serving on the board,” notes Deborah. “And with the release of my new book, 2022 is shaping up quite nicely!”

Deborah Gussoff, MBA, CPO®, CVPO™, is a residential specialist and founder of In Order, Inc., an organizing company. She can be reached at 973-334-3477. To learn more, visit [www.inorder.com](http://www.inorder.com).



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## Andrea Wolkofsky Exhibits at the Broward County Condo and HOA Expo in Florida

In April, Andrea Wolkofsky, owner of shyft Digital, attended the Broward County Condo and HOA Expo in Southern Florida as an exhibitor. This expo attracts hundreds of attendees as well as local and national experts on topics relevant to the condo and homeowner association industry.

“As a provider of a proprietary online voting and website solution for associations, this was a perfect opportunity for us to get the word out about it to condo associations and HOAs,” explains Andrea. “I love working a trade show and was delighted to speak about our custom software with visitors to our booth.”

Andrea can be reached at 908-670-9866 and [andrea@partnerwithshyft.com](mailto:andrea@partnerwithshyft.com). To learn more about shyft Digital, visit [www.partnerwithshyft.com](http://www.partnerwithshyft.com).



## Donna Miller Launches Brand New Business

The success of Donna Miller’s first business, C3Workplace, has led her to establish Donna Miller Business Growth Consulting, an enterprise that provides business growth consulting to help business owners build companies that run without them involved in every little detail. It is about work–life harmony.

“I’ve had great success with C3Workplace,” notes Donna, “and because of the valuable relationships I’ve built and the reciprocal significant collaborations among myself, my staff, my clients, and my colleagues I realized that I’m meant to do more as a business growth consultant.”

C3Workplace provides space and back office support—I built it to operate and grow without me involved, and during our 27+ years, we’ve helping thousands of companies to start and grow.”

Donna Miller Business Growth Consulting is based out of C3Workplace in Montclair. For more information, visit [www.donna-miller.com](http://www.donna-miller.com).

*Member News continues on p. 18*

RELATIONSHIPS



REFERRALS



REVENUE

# Six Mindset Shifts to Unleash Your Business Potential

by Laura Graziano

Have you ever felt like you are poised for business success but wonder why you still struggle to bring in new clients or customers? When you've encountered an obstacle or challenge in your business, do you feel ill-equipped to handle it? Do you sometimes feel like giving up altogether?

As business owners, we all have fleeting moments like these, but it's the attitudes that we wear day in and day out that can either sabotage or skyrocket our business success.

## A Growth Mindset opens the door to more business potential.

The term "Growth Mindset" was coined in 2007 by Carol Dweck, Ph.D, Stanford University psychology professor and author of *Mindset: The New Psychology of Success*. After years of studying how people learn and achieve, she observed that the higher achievers were people who had a zest for learning and growth that helped them to persevere and even embrace challenges... having a *Growth Mindset*. She also identified another type of mindset... the *Fixed Mindset*. These people felt they were born with fixed talents and abilities, limiting what they could learn and accomplish. The mindset that

you choose can have far-reaching effects on your success in every aspect of your life, including your business!

The good news is that none of us are either all one or all the other—Fixed Mindset or Growth Mindset—but rather a combination of the two. Once you learn more about the aspects of each of these mindset types, you can begin to identify them in your own thought and behavior patterns and discover how to make the shift to a Growth Mindset. Let's look a little deeper at both perspectives and six ways you can shift your self-talk.

## Six Mindset Shifts to Make What do *you* tell *yourself*?

Fixed Mindset	versus	Growth Mindset
1. I'm not good at that.		I can learn that.
2. I avoid challenges.		Challenges are opportunities.
3. I give up easily if I fail.		Failures guide me to success.
4. I take criticism personally.		Feedback helps me improve.
5. I am envious of others' success.		What a great role model for me.
6. That's way too much work.		If I keep trying, I'll get there!

## Mindfulness can help you make the Shift.

Mindfulness is a valuable tool to help you shift your self-talk from self-limiting to self-expansive—from being *fixed* in place to *flexed* for growth. Mindfulness, simply put, is being aware of and accepting of all of life without judgement... including your thoughts, attitude, and mindset. By becoming mindful of your thoughts, you can then observe when you are experiencing a Fixed Mindset moment. You will see it just for what is without



judgement and without chastising yourself. Then you have a choice. Will you stay *fixed* or will you *flex* your mindset muscle and shift your thinking to a more positive Growth Mindset?

Once you take on a Growth Mindset, you further choose to take growth-minded action steps that expand your capabilities and plant the seeds of possibilities. The more you learn, the more you'll know, and the more you do, the more you'll grow! This does NOT mean that you have to learn and do everything yourself. As an entrepreneur, the shift to a Growth Mindset makes you more open to help from others and to outsourcing certain tasks so that you can then be more productive.

Now, let's give it a try!

### **Making the Shift takes practice.**

Changing your mindset, I will admit, is not easy at first because our attitudes and resulting behaviors have become part of us, like a comfortable old shoe. But old shoes wear out, and new shoes require a bit of breaking in before they are totally comfortable. Then, just imagine where they can take you!

So it goes with shifting from a Fixed to Growth Mindset. The more you practice the process, the better you will get at it... until it becomes more automatic and a new part of you. Remember, what you say to yourself everyday becomes what you believe about yourself, and what you believe creates what you ultimately achieve!

I remember when I first started my coaching and speaking business, I planned my first retreat day called, "*Spring to Life!*" I was so excited to give women the opportunity to take a day for themselves to step off the treadmill of life and spend time rejuvenating their spirits and growing the things that were meaningful to them in life! When I first started promoting the program, I printed colorful flyers and brought them to every networking event and traveled all over the local area hanging them in diners, restaurants, supermarkets, salons, and more. I even offered a FREE gift to those who registered early. Then I waited for responses, promoted, and kept waiting and waiting for the responses. I was getting discouraged, when my son said to me, "Don't worry so much about the responses, you are just starting out. Even if you get one or two signups, you should still hold your retreat. It will be a




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great experience for the next one.” He had a Growth Mindset, and I had an aha moment that I will never forget. I kept at it, and I wound up with 25 attendees at that retreat!

### A Mindset Journal is your workbook to success!

By keeping a Mindset Journal, you can record when you observe your Fixed Mindset moments. Take notice of what preceded this limited thinking for you. Also, do the same for when you have a Growth Mindset moment. Notice thought patterns that you may experience on a regular basis. By shining a light on these, you will be able to make the shift more easily to Growth-Minded thinking and behavior patterns. Write down the self-talk that you recite to yourself... *“Ugh... I just can’t keep up with my social media marketing!”* Replace the self-limiting statements with the self-expansive ones... *“Wow, NJAWBO is offering a workshop on Canva that will make designing my social media posts easier!”* Have fun as you catch and release those fixed thoughts that have been stifling your success.

### Unleash your potential!

Empowered with a Growth Mindset, you’re ready to embrace technology, learn new skills, and put forth the efforts to grow... unleashing the potential for yourself and your business!

### Reference

Dweck, C.S., *Mindset: The New Psychology of Success*, Ballantine Books, New York, 2007.

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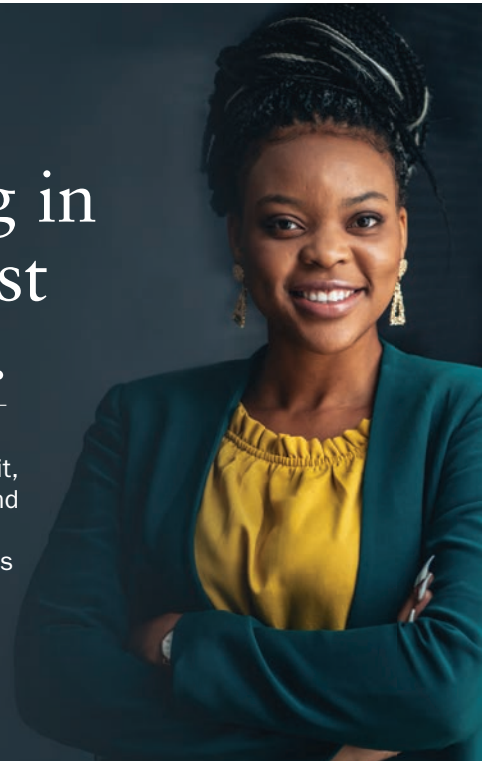
**Laura Graziano** is a motivational speaker, coach, and owner of Laura E. Graziano, LLC – Personal BEST Coaching & Programs to Help You Be the BEST You! She helps individuals and businesspeople to heal, grow, and flourish to their full potential in business and life... *Helping*

*You Be the BEST You!* Laura is creator of the Personal BEST Coaching® Method and numerous transformational programs, keynotes, workshops, team-building activities, and retreats that propel both personal and professional growth and success. She is a trained public speaker and coach, recipient of the highly regarded Distinguished Toastmaster Award, and is Certified in Servant Leadership. Also known as *The Coach that Cares*, Laura loves inspiring others one-on-one and in groups to reignite their passions, develop their talents and abilities, and master their mindsets so they can unlock their unique potential for greatness in their lives and professions. For Laura’s tips, visit *Laura Graziano on YouTube* and for more info, visit [www.lauragraziano.com](http://www.lauragraziano.com). Contact Laura at [laura@lauragraziano.com](mailto:laura@lauragraziano.com) or 973-204-8232.

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# Follow Your Intuition... It Knows the Way!

by Joan Herrmann

Throughout the last decade, my professional life has taken many twists and turns. There are times that I operate by the seat of my pants learning as I go along, praying for the best possible outcome, following my intuition and my heart.

A while back I began to work with a person who was assigned to my company's account. From the moment I met him, my entire body screamed, "be careful!" There was something about him that told me to not be too trusting. All the warning signs were there – my intuition was on the job.

Now I'm the type of person who wants to trust everyone and I usually give people the benefit of the doubt many, many, many times. I want to believe that others have the same agenda and motives, so I push my inner guidance aside.

This person dangled golden opportunities in front of me; he offered me more than I could have imagined – everything I wanted. It was easy for me to get caught up in his promises. But there was always that nagging feeling inside of me. Something didn't add up. There never was a straight answer to my questions, always a tap dance.

After our first meeting, I couldn't sleep for a few nights. Even though I was excited about what was to come, I felt sick every time I recounted the possible opportunities to my friends. My body tightened and sometimes I actually shook. My nerves were on edge.

But because he was answering my prayers (or so I thought at the time), I pushed the warning signs aside and worked with him. I took what he said and turned it into what I wanted to hear, what I wanted him to say. But there was always that nagging feeling inside of me.

As time passed, he began to request more and more from my company in return for the promised opportunities, which by the way, never materialized. I finally decided to listen to my inner guidance, which was SCREAMING by this time, and I called him out. Once I stopped taking what he said at face value and held my ground, all the promises immediately disappeared. He showed his true colors.

It took months of anxious moments and many sleepless nights before I found the courage to follow, what I knew from the beginning, to be the right direction. I knew all along what was right for me; I just chose not to listen. Thankfully I found the courage.

Does this story sound familiar? How many times do you strive to make something fit the way you want it to while all the time knowing it's wrong for you?

We all want to believe in others and try to please them, but at what cost? How long can you stay in a situation that's making you sick? How many times can you keep saying *yes* while inside you're screaming *no*?

We all have inner guidance to point us in the right direction. The problem is, more often than not, we don't listen. It's not always easy to stand up for what we want—sometimes it seems impossible—but it's always worth it. The moment I stood up for myself I began to sleep better and feel more relaxed: I could breathe. While I may not have gotten what I wanted this time, I know something better will come.

Learn to trust yourself. Follow your intuition—it knows the way. You are stronger than you think and wiser than you know.

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**Joan Herrmann** hosts and produces the radio show and podcast, *Conversations with Joan*, which airs on New York's AM970 The Answer and streams on iHeartRadio. Joan also publishes a monthly digital magazine, *24 Seven*, which is distributed to hundreds

of thousands worldwide. Her guest and magazine contributors list reads like a who's who of the most influential and inspirational people in the world. Joan has been featured in *Forbes*, on the BBC, and other print and broadcast media. She can be reached via her website, [www.cyacyl.com](http://www.cyacyl.com).

# A Lesson on Workers' Compensation: What Happens if Your Employee Gets Hurt at Work?

by Patricia R. Carley, Esq.

Having employees can be an integral part of running a business. It is a sign your enterprise is growing and that you are succeeding. Delegating certain responsibilities, routine tasks, and/or projects will save you valuable time, which will allow you to work *on* rather than *in* your business to make it more profitable. Adding employees can be a crucial component to a business but requires thoughtful consideration before you undertake legal obligations.

Sometimes workplace accidents happen and people get hurt. If you have an employee who gets hurt, you must be prepared to respond. Don't panic. You can help the employee in the moment by rendering first aid or calling 911 if it is more serious. Human compassion and taking care of the immediate health predicament should be the initial response. Next, you must move to the practical. Certain financial obligations arise as a result of the work-related accident.

First and foremost, you should have purchased workers' compensation insurance. It is mandatory in New Jersey. *N.J.S.A. 34:15-79*. The penalties for not having it are severe. Failing to have workers' compensation insurance is a crime! *N.J.S.A. 34:15-79(a)*. The good news is that you can get workers' compensation insurance to cover yourself if you want it. If your business failed to carry workers' compensation insurance for the benefit of your employees, you will be obligated to pay the medical bills and other losses out of your pocket and there will be additional fines of up to \$5,000 or more if the Court believes you willfully violated the law; see, [https://www.nj.gov/labor/wc/employer/require/insure\\_index.html](https://www.nj.gov/labor/wc/employer/require/insure_index.html).

Workers' compensation insurance will protect you and your employee. After you address the injured worker's immediate need for medical care, the next thing you should do is call your insurance company to report the happening of the accident. The carrier will most likely have a toll-free number you can call any time to

make a claim. Do not delay. You need to make a First Report of Accident, documenting what happened. The insurance company will provide you with the necessary forms.

Once the accident has been properly reported, your insurance provider will give you a claim number and assign an adjuster to manage the claim on your behalf. Immediately share that adjuster's contact information and claim number with your employee. The workers' compensation carrier will pay all of the employee's medical bills, as long as the insurance company gets to control the treatment, which means that the insurance company will tell your employee which doctor to go to. There are no co-pays or deductibles with workers' compensation coverage, but the employee cannot pick her or his own doctor. If your employee has to miss more than seven days of work as a result of the injury, workers' compensation will pay a wage replacement benefit to the employee, referred to as Temporary Disability Benefits. This equates to 70% of the employee's wages up to a capped statutory maximum. In 2022, the maximum benefit rate is \$1,065 per week.

To receive the benefits, the employee need only prove that the accident arose out of the course of employment. That means the employee got hurt while working, even if they were working from home or at a location other than your business address. Negligence or fault do not matter in workers' compensation.

At some point your injured employee will most likely retain an attorney who will file a Claim Petition, or formal claim, against your business with the New Jersey Department of Labor and Workforce Development, Division of Workers' Compensation. That is not a personal attack on you. Rather it is the administrative mechanism through which the injured employee can seek monetary compensation for the injury. Your workers' compensation insurance company will hire a lawyer to represent your business

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at no additional cost to you beyond the premiums you have been paying all along. That lawyer will handle everything, and you probably won't even have to go to court. You should cooperate with counsel if the insurance company lawyer reaches out to you. A failure to cooperate can cause the insurance company to disclaim coverage and refuse to protect you or pay damages on your behalf.

After the employee completes treatment for the injury, the injured worker will be deemed to have reached Maximum Medical Improvement. At that point, the lawyers will hire expert witnesses to examine the employee and offer opinions about the nature and extent of the person's permanent disability. To prevail, an injured worker must prove that he or she sustained a functional loss of use by objective medical evidence, which means there must be something more than just complaints of pain. The case concludes either through a trial in the Division of Workers' Compensation or more probably because the case gets settled by the lawyers, with the insurance company paying your injured employee on your behalf.

All in all, it should be a painless process for you, the insured employer.

2022 Patricia R. Carley, Esq.



**Patricia R. Carley, Esq.** is a former state president of NJAWBO and an attorney with over 30 years of experience in workers' compensation law, personal injury matters, Social Security Disability, and employment discrimination

claims. She has represented injured parties, employers, and insurance companies. If you need help, she can legally protect you. You can reach Patricia at 973-770-6300 or [prcarley@gmail.com](mailto:prcarley@gmail.com). Her office is located in Stanhope.

# COLLABORATION CORNER

## Relationships, Referrals, & Revenue

**RELATIONSHIPS:** Ami Minars, Admission Nation, LLC, is leveraging the B2B travel planning services of Christy Mahon, Dream Vacations, for her Flamenco troupe's trip to Japan.

**RELATIONSHIPS:** Cecelia Henderson, WSI Marketing Edge, booked a mini branding photo session with Charissa H. Yong, Charissa H. Yong Photography, LLC.

**REFERRAL:** Donna Thompson, Woodpecker Press, LLC, referred her condo association's community manager to Andrea Wolkofsky, shyft Digital, regarding shyft's proprietary electronic voting software designed for homeowner and condo associations.

**REVENUE:** NJAWBO contracted Charissa H. Yong, Charissa H. Yong Photography, LLC, to photograph the 2022 Annual Spring Business Luncheon.

**REVENUE:** Deborah Gussoff, In Order, Inc., contracted editorial, design, and publishing services from Donna Thompson, Woodpecker Press, LLC, for her first book, *Organizing for Weight Loss: A Slim Little Guide to Getting Thinner*.

NJAWBO Co-Branded Event with the NJSBDC  
April 6, 2022



Professional Development Series—No. 2  
August 1, 2022, 1:00–2:30 PM

## Sales: A How-To Practical Guide (or How to Sell if You're Not Good at Sales)

In this sales for the “non-sales professional” webinar, you will learn the fine art of how to sell without selling. This program focuses on the softer side of selling, meaning how to develop long-term relationships with potential customers. If you hate the thought of having to “sell,” this webinar will give you a solution to growing your business without “selling.”



**PRESENTER**  
Holly Kaplansky  
Red Wagon Consulting

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



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## Scenes from the NJAWBO March 30 Spring Business Luncheon

# A Celebration of New Jersey Women Business Owners

### Latest Trends and Safety in Fast Flow of Online Money Transactions





## NJAWBO Noteworthy

### NJAWBO 2022 Teal Heart Award Recipients Announced at NJAWBO 2022 Spring Business Luncheon

The **Teal Heart Award** is a NJAWBO service award. The purpose of this award is to acknowledge members for outstanding service and dedication to the state and regions, to provide public recognition of members' achievements, and to inspire the NJAWBO general membership to take initiative in projects that will further NJAWBO's goals and objectives.

The announcement of the 2022 Teal Heart Award recipients took place at the NJAWBO Spring Business Luncheon, held at The Imperia in Somerset on March 30. Each awardee received a Teal Heart Pin in recognition of their service to NJAWBO.

The five awardees were recognized at the event by NJAWBO State President, Bertha Robinson, as follows:

**Laura Graziano (Laura E. Graziano, LLC)** – member since 2014 for her excellent leadership in the Northeast Region 2016–2020 as well as for launching the series entitled: Join the Conversation

**Lois Hubert (GoldMind7)** – member since 2017 manages the receipt and posting of all NJAWBO member blogs. She was also instrumental in providing ideas for new member welcome packages.

**Cecelia Henderson (WSI Marketing Edge)** – member since 2018 as VP Marketing her efforts in leading a team across the state since 2019. She has helped NJAWBO no longer the best-kept secret.

**Andrea Pass (Andrea Pass Public Relations)** – member since 2019 and former VP Membership initiated the NJAWBO Interview Series.

**Angela Acosta (Angela Atelier)** – member since 2020 and currently serves on the Marketing committee and is the Leadership Team Chair in the Shore Region. She was instrumental in designing the holiday gift guides and assists the team with the Access to Excellence series.



Angela Acosta (left) and Cecelia Henderson were presented with their Teal Heart Pins in recognition of their service during the event on March 30.



NJ Association of Women Business Owners

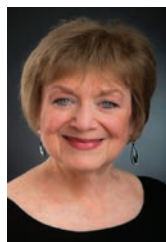
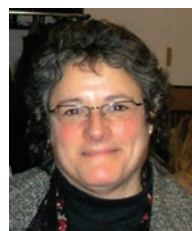
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# NJAWBO 2022–2023 NJAWBO Board of Trustees

## Executive Committee

**President****Bertha Robinson****Secretary****Pamela Braue****Treasurer****Laurel Bernstein****Immediate  
Past President****Holly Kaplansky****Nominations  
Chair****Taryn Abrahams****VP of  
Administration****Melanie Cunningham****VP of Corporate  
Relations****Rosanna Imbriano****VP of  
Marketing****Cecelia Henderson****VP of  
Programming****Donna Thompson**

## Region Leadership Team Chairs

**MetroEast****Mamie Tolbert****Northwest****Christy Mahon****Shore****Angela Acosta**

## Member Benefits Checklist

[njawbo.org/membership/member-benefits/](http://njawbo.org/membership/member-benefits/)

- ✓ Attend Meetings & Events and schedule follow-up 1:1s
  - Review the calendar of events
- ✓ Speak at a Region Event
  - Submit summary of your business topic, headshot, and bio to your region leaders
- ✓ Mentoring Circle
  - A seven-month program designed for six to twelve participants who meet once a month for three hours. Participating in the Circle guarantees that one project you've been putting off gets done. It's an ideal way to work on your business.
- ✓ NJAWBO Blog—valuable exposure
  - Blogs are posted on Mondays  
<https://njawbo.org/wp-content/uploads/2020/07/NJAWBO-How-To-Submit-a-Blog-Post-Guidelines.pdf>
- ✓ Volunteer/Lead/Get Involved
  - Step up into a volunteer leadership role
  - Serve on a committee
- ✓ Attend the Professional Development series
- ✓ Follow the NJAWBO Facebook & LinkedIn pages
- ✓ Join the NJAWBO Facebook & LinkedIn groups
- ✓ Write an Article for the NJAWBO Newsletter—*The Bottom Line*—valuable exposure
  - See the online issues here: <https://www.njawbo.org/the-bottom-line/>
- ✓ Update Your Online Membership Profile—valuable exposure
- ✓ Post a Member-to-Member Special Offer in the Membership Hub
- ✓ Ask to be interviewed for the NJAWBO Access to Excellence Interview Series

## Gain Valuable Benefits by Joining



Relationships &  
Networking



Referrals &  
Advice



Revenue &  
Growth



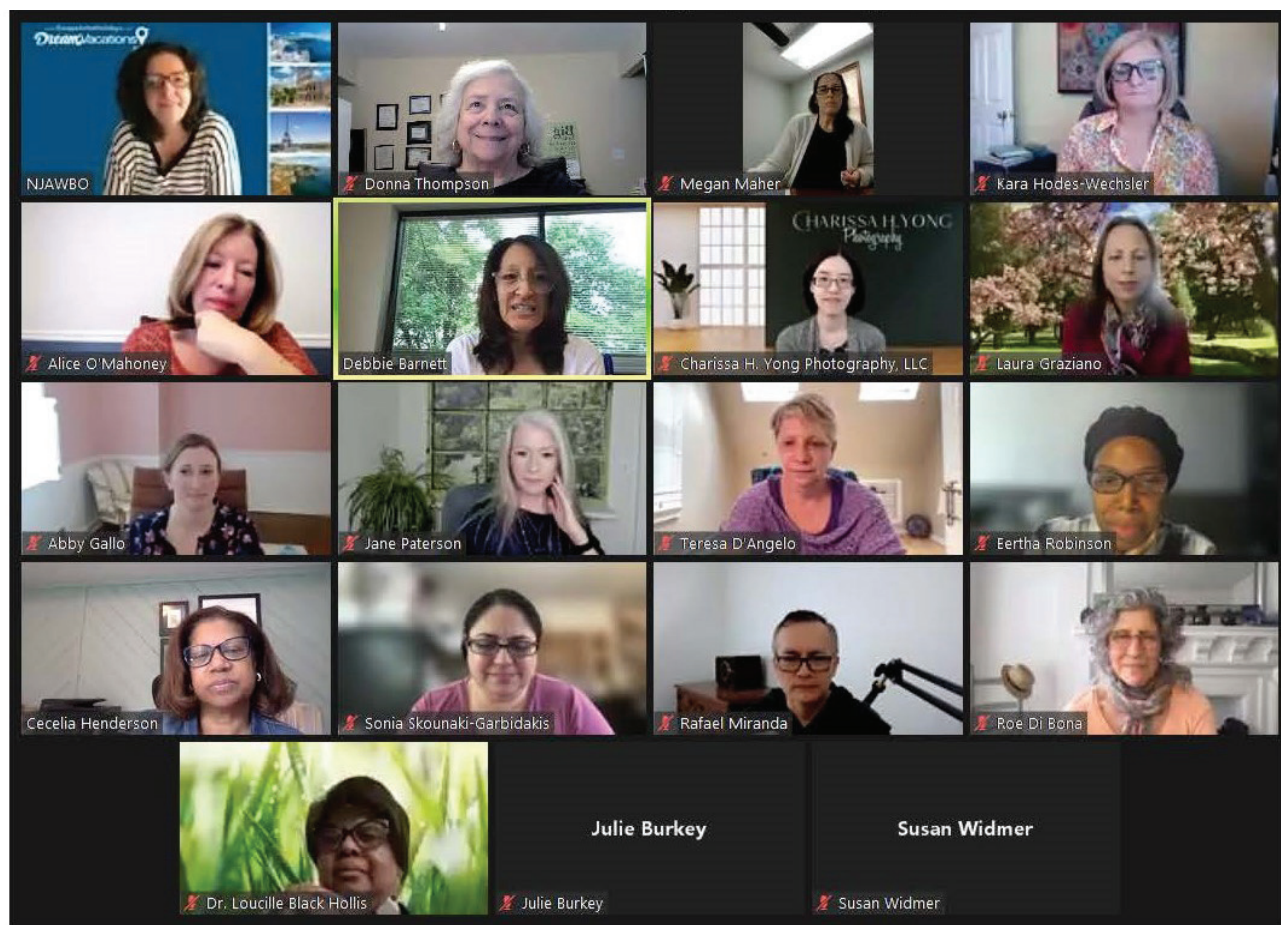
Marketing &  
Exposure



Prestige &  
Credibility



## NJAWBO May 24, 2022 Virtual Event



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

POWERING PROGRESS

EMPOWERING PEOPLE > POWERING LIFE



*Member News continued from page 4*

## Jessica Dahl and Robin Tabakin Awarded Full Scholarships at the International Offshore Wind Partnering Forum in Atlantic City

Jessica Dahl, of Global One Partners, and Robin Tabakin, of Technoforce, attended the International Offshore Wind Partnering Forum (IPF) in Atlantic City in April. Jessica received a full scholarship from the Business Network for Offshore Wind. Robin Tabakin received a full scholarship from the NJ Economic Development Authority (NJEDA) and was sponsored by GE Renewables. Robin's business, Technoforce, was one of five companies showcased by the NJEDA as an emerging business in the Offshore Wind Supply Chain for 2022.

The International Offshore Wind Partnering Forum brings together global leaders and businesses in the supply chain, offers unparalleled networking opportunities, and delivers breaking updates on the industry, from technology to policy.



NJAWBO members Jessica Dahl (left) and Robin Tabakin at the 2022 International Offshore Wind Partnering Forum, held April 26–28, 2022 in Atlantic City

# TREAT YOUR BUSINESS AS AN ASSET!

BUILD • BUY • GROW  
A THRIVING BUSINESS  
THAT YOU CAN SELL

**2022 Statewide  
Oceanfront Business Luncheon  
at the Jersey Shore**

SEPT. 28, 2022 - 11:00AM-2:30PM

REGISTER AT [HTTPS://MEMBERS.NJAWBO.ORG/EVENTS](https://members.njawbo.org/events)

## An Enlightening Interview-Style Presentation by



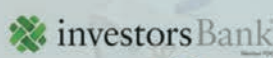
Donna Miller  
Chief Visionary Officer at C3Workplace  
& Principal at Donna Miller  
Business Growth Consulting



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



Cheryl Venezia  
Business Broker at  
Murphy Business Sales



# NJAWBO Upcoming Events

## Weekly Events

August 4, 9, 11, 17, 23 | September 8, 14, 20, 29  
October 6, 11, 13, 19, 27 | November 3, 8, 10, 16, 22

## Annual Statewide Events

9/28, Rooney's Oceanfront Restaurant, Long Branch 11:00am-2:30pm  
12/1, Holiday Event, Location TBA

## 2022 NJAWBO Co-Branded Events with NJSBDC

July 19

## Join the Conversation

7/13, 11/1

## Monthly Membership Roundtables

6/28, 7/26, 8/30, 9/27, 10/25, 11/29, 12/27

## Professional Development Series

8/1, 12/6

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

www.EscapeArtistHolidays.com

# Dream Vacations

Start Here

*It's Time for an Escape...*

*So, Let's Get Traveling!*

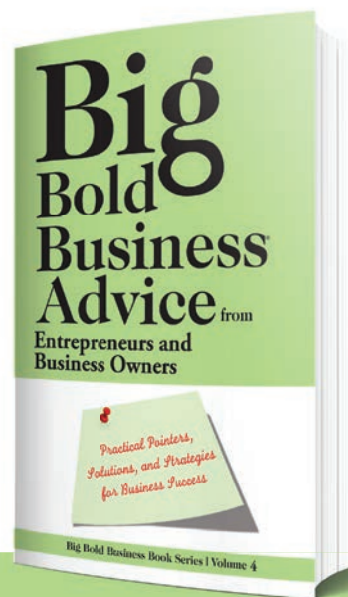
Escorted & Independent Tours | All-Inclusive Resorts | Ocean & River Cruises  
Theme Travel | Groups & Reunions  
Celebrations & Milestones

*Where Do You Want to Go?*

**Christy Mahon**  
862.354.8448  
cmahon@dreamvacations.com  
<https://calendly.com/escapeartistholidays>

f y t i

## Seeking Authors for Next Volume



**First 25 Save \$100**  
**NJAWBO Members Save \$175**  
**Offer Ends 7/31/22**  
**Contact [info@woodpeckerpress.com](mailto:info@woodpeckerpress.com)**

# NJAWBO BOARD OF TRUSTEES 2022–2023

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info@empowerbehavioralservices.com

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**VP of Marketing:** Cecelia Henderson, 973-646-8947,

cahenderson@wsimarketingedge.com

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## 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*

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Production Manager: Donna Thompson

Production Coordinator: Christy Mahon

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

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