

the BottomLine

PRESIDENT'S MESSAGE

As I look back on 2017, I want to thank the NJAWBO board members and region leaders for their time, dedication, and efforts on behalf of women business owners in the State of New Jersey. We're thankful for our members, sponsors, and partners and for their continued support as we look forward to 2018 with great anticipation as NJAWBO celebrates its 40th Anniversary!

We're planning another jam-packed year of networking activities, including all the monthly region events, our three annual statewide events, and celebrating our 40th in style. So, be sure to save the following dates for all four statewide events:

- April 26** Spring Conference & Expo at The Crowne Plaza in Edison
- June 12** NJAWBO 40th Anniversary Celebration, location TBA
- Sept. 13** Oceanfront Conference & Expo at Rooney's in Long Branch
- Nov. 29** NJAWBO Holiday Dinner & Expo at The Bethwood in Totowa

Remember to visit the website regularly to view all our upcoming region events, and this year, consider inviting a business colleague to a meeting, too. If they come with you, they can pay member price. And, if they join with you as their referral, you will earn \$25 off your renewal.

As you can see, NJAWBO is in full swing and forging ahead. By working together, we can make this our best year ever!

Relationships → Referrals → Revenue

All the best!

Rosanna

Rosanna Imbriano
NJAWBO State President



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Oct. - Dec. 2017

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

[Châu Bahier](#)

Kangen Prime Time Wellness LLC, Edison

[Anita C. Jalloh](#)

Comprehensive Medical Nutrition Solutions, LLC, Bound Brook

[Marcia L. Jeter](#)

Princess Sweets LLC, Woodbridge

[Lesley Weiner](#)

Mid-Atlantic Resource Group, Totowa

Northeast Region

[Dianne Kelly](#)

Dianne Kelly CPA LLC, North Haledon

Northwest Region

[Allie Nava](#)

Navigate IQ LLC, New Vernon

MetroEast Region

[Joyce Balducci](#)

Mindful Pathway Center of New Jersey LLC, Millburn

[Maria M. Baptiste](#)

Maria B Photography Studio, West Orange

South Jersey Region

[Katherine Kline Penate](#)

Kline Construction Co. Inc., Galloway



Central Region



Metro East Region

RELATIONSHIPS → REFERRALS → REVENUE

Wow! NJAWBO Member News



Intimatology founders Erin and Rich Harris (Photo credit: Indiana Historical Society & The Indianapolis Propylaeum)

Erin Harris Featured in *The Lingerie Journal* Article

The Lingerie Journal did some interviews with Erin Harris (and her husband and business partner, Rich) and published an article introducing them to the intimate apparel market. You can read the article, *Intimatology Helps Lingerie Brands Succeed*, written by Libby Dowd, here: <https://thelingeriejournal.com/intimatology-helps-lingerie-brands-succeed/#post-60800>

Intimatology (www.intimatology.com) is a full service digital agency with a deep expertise in intimate apparel and legwear. The company provides strategic marketing and creative services that help businesses evaluate, create, and leverage the way they communicate who they are to the world. Intimatology, by definition, is the science of intimate marketing.

Erin and Rich also own and run Insomnia Graphics (www.helloig.com), which specializes in targeted marketing and growth strategies for all types of businesses. Both companies are located in Montclair, New Jersey. Erin can be reached at erin@intimatology.com or 973-241-7440.



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Wow! NJAWBO Member News (cont'd.)



Sempre Avanti to Celebrate 5th Anniversary

[Rosanna Imbriano](#) announces the 5th Anniversary of Sempre Avanti, Inc., the nonprofit organization she founded in 2013. An anniversary celebration is in the works for Saturday, May 12, 2018, from 5:00 to 8:30 P.M. at the beautiful Robert J. O'Toole Community Center in Cedar Grove. Guests will enjoy a fabulous Italian dinner and desserts, dancing to music provided by a DJ, and a special performance by award-winning Italian Tenor Micheal Castaldo. Tickets are \$60.

For more information, contact Rosanna at info@ricsultingllc.com.

Rutgers-Newark SBDC Honors Holly Kaplansky

[Holly Kaplansky](#), owner of Minuteman Press of Newark, was honored by the Rutgers-Newark SBDC at its Annual Success Awards Luncheon on December 14, 2017, at Forsgate Country Club in Monroe Township.

Shown here (top) [Rosanna Imbriano](#), NJAWBO state president, with the honoree, Holly Kaplansky, NJAWBO president-elect. And out to support Holly are (bottom, left to right): Rosanna Imbriano; [Donna Thompson](#), NJAWBO communications coordinator; Tendai Ndor, PhD, Rutgers-Newark SBDC regional director; and [Willa Edgerton-Chisler](#), NJAWBO past state president.



Do you have news to share about yourself or your business? We want to hear about it. Send us an email at njawbo@njawbo.org with "Newsletter Submission" in the subject line.

How to Create Content That Attracts More Customers Using the HBS Writing Formula (It's Not Harvard Business School—but Readers Find It Hard to Resist)

by Joyce Restaino

The way to your customer's (reader's) heart is through your content. When you capture the heart, you're in a good place. It means your content—the information you share—resonates with your reader. When your reader finds value in your content, you reap these rewards: trust, credibility, loyalty, influence, referrals, and increased sales. So, what exactly is content? Simply put, content is anything you read—digital or print (article, blog, ebook, report), watch (movie, YouTube, TED Talk), or listen to (audio book, teleseminar, iTunes). When businesses create and publish content to build brand awareness, engage customers and prospects, and generate more sales, it's called content marketing.

Make Your Writing More Inviting

The challenge, however, is in creating content your audience wants to consume. After all, you are asking them to give up

valuable time for the value in your content. So, how do you get your audience to choose your content over the hundreds—even thousands—of messages screaming for their attention? It begins with writing—the lifeblood of all content. Think about it: without a script, there is no movie, and your chances of receiving a standing ovation without writing down and rehearsing your speech is highly unlikely. But the truth is, writing is hard work. So having a formula to follow—like the HBS writing formula—not only helps generate ideas—it also attracts readers because the writing is inviting.

In my more than 25-year career as an editor and writer, I have followed the HBS writing formula. But it wasn't until I started thinking about ways to help business owners who struggled to create content that I dubbed it the "HBS" writing formula. Once you see how the formula works, you'll notice it in just about everything you read. And it can be applied to all types of content—from

Cont'd on p. 8



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Scenes from the 2017 NJAWBO Holiday Dinner & Expo



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Cont'd from p. 5

email to slides to training programs to TED Talks to infographics to podcasts and more.

H is for Headline

The headline (or title) is the hook—the lure. It's how you reel your readers in. It's the most important part of this formula. When the headline fails to do its job, no matter how brilliant, your words will go unread.

To create headlines that grab attention, include the benefit you promise to deliver—and make good on that promise. You are taking your readers on a journey, so reward them for sticking with you to the end. When creating your headline, answer these questions: What is the takeaway—the value—in my content? How will my readers (customers and prospects) benefit? What will they gain?

Let's use this article title as an example. The promise for reading to the end is the knowledge you gain: the HBS writing formula shows business owners how to create content that attracts customers. One of the benefits, which you are reading about now, examines the importance of headlines. As you read on, you'll learn about attention-grabbing headlines and how to “swipe” headlines. The additional benefits for reading to the end of this article are revealed as you continue.

Three Types of Headlines That Hook Readers

What follows are three types of headlines that readers find hard to resist. Use them to create a “swipe file”—a file filled with headlines you swipe from magazines, blog posts, newsletters—even email subject lines—and keep handy for future use. (Don't worry. It's perfectly legal.) It's a great way to jumpstart your brain when you're struggling to generate ideas.

For example, this headline, “The Husband I Love to Hate,” appeared in *More* magazine.¹ It sparked an idea about business buzzwords that drive editors crazy. I “swipe” the headline and come up with this: “The Top 10 Business Buzzwords Editors Love to Hate: Do You Use Any?” A dietitian could create this headline for a blog post: “7 Foods Doctors Love to Hate—but Shouldn't.”

Myths/Mistakes: Myths, mistakes, and other negative headlines like “deadly sins” and “don't lists,” grab attention because—let's face it—no one wants to look foolish. Myths are widely held beliefs that, over time, are proven false. Those who cling to myths come across as old and out of touch.

What industry myths can you debunk? What mistakes can you help your readers avoid? When you help your audience look good and perform better, they'll reward you with their trust and loyalty and be more likely to hire you or purchase your products. And they'll be eager to read your next article, blog post, or special report. Let's take a close look at a “mistake” headline I created for an article I wrote that first appeared in a sales newsletter: “Is Your Writing Ruining Your Reputation? 6 Mistakes That Cost You Customers, Credibility, and Cash—and How to Avoid Them.”

There are a number of things at play in this headline. It asks a question, which arouses curiosity. It taps into the reader's natural desire to know *what* writing mistakes, and if he or she makes any. There's a specific number—six—which makes it easy for the reader to identify the mistakes. Finally, in addition to identifying the six mistakes, it further satisfies the reader's hunger for a need to know by offering ways to avoid them. This is how an image consultant can

“swipe” the headline and use it to create content for her readers: “Is Your Handshake Hurting Your Image? 5 Easy Fixes for a Powerful First Impression.” Now it's your turn to swipe the headline.

How To: From finding the perfect mate to making a million dollars, how-to information is always welcomed. Actually, “how to” in a headline or a title has been working magic since Dale Carnegie's book *How to Win Friends and Influence People* was published in 1936. Besides grabbing the reader's attention, “how to” in a title gets noticed by search engines.

Now let's swipe Carnegie's title. A sales trainer could write about “How to Win Customers and Influence Decision Makers,” and a building contractor could write about “How to Win Contracts and Influence Negotiators.”

So, what keeps your customers and prospects up at night? Your how-to solutions for their problems will not only help your readers rest easy but you'll become a credible, trustworthy source for them. How-to help is a proven way to build lasting relationships and increase sales.

Secrets: Who can resist a secret? Yes, your curiosity factor is always at work, and the word “secret” in a headline works like a charm when it comes to grabbing attention. The desire to know, combined with the reward of applying the secret for self-improvement or personal gain, plays to your reader's self-interest. The word secret is used A LOT because it works.

If you want further proof of its irresistible pull and legitimacy, consider that the word secret appears in respected publications like *Notre Dame Magazine*:² “The Secret of Synods” is a subheading in the article “Family Counseling.” And in *Writer's Digest* magazine,³ “The Secret That Separates Great Books from the Rest (And How to Use It)” appears on the cover.

If you still think the word secret in a headline is a bit disingenuous or is simply hype, think about it in a different light: secrets create your value—secrets are your knowledge and experience. And because no one else has your knowledge and experience, the secrets are exclusive to you.

For example, let's say you're a college admissions consultant who received training then scored the SAT essay. The SAT is a college admissions test, and those who score the essays are called readers. Your experience scoring the essay gives you insight very few people possess—including English teachers, SAT writing tutors, and other college admissions consultants. To differentiate yourself from your competition, you could write an article that offers insider secrets for improving SAT essay scores. To hook your readers, you craft this headline: “SAT Essay Reader Reveals 5 Little-Known Secrets That Boost Essay Scores.”

This is not hype. Those secrets satisfy a craving for information. People want solutions to their problems—information that will give them an edge. It's human nature. Your experience and know-how—your secrets—offer answers. Creating content from your secrets positions you as an expert. This is how you build trust, gain influence, and grow your business. Don't keep your secrets locked up.

B is for Bullet Point

Bullet points and these siblings: numbers, subheadings, pull quotes, and boldface type break up the text on a page. Without them, readers will move on to the next eye-catching headline. So a drab-

looking layout with an attention-grabbing headline and valuable content will be abandoned for better looking content. The point (no pun intended) is this: headlines—no matter how alluring—lose their luster without some makeup and accessories to highlight the best parts. After you hook readers with your headline, keep them engaged by applying the following:

Bullet Points: Because readers tend to scan content, especially online, use bullet points to bring attention to your most useful information and to simplify the complex. To keep readers engaged, chunk large amounts of text to create “list” content: tips, advice, lessons, reasons, etc. Example: “5 Lessons from Mariano Rivera—Baseball’s Greatest Closer Ever—That Will Improve Your Business Writing.”

Numbers: The bullet point’s fraternal twin, numbers are perfect for step-by-step instructions, how-to content, and lists. Because numbers signal a specific amount of ways, secrets, tips, or mistakes, readers are more likely to consume the content because they know exactly what to expect. Example: “It’s Time to Let Go of These 7 Writing Rules.”

Subheadings: Think of subheadings (like the six in this article) as accessories you wear: belt, bowtie, hat, suspenders, watch, scarf. They grab attention by enhancing the overall look of the text, especially when the word count hits 400. Use subheadings to draw attention to the main points in your content. Besides breaking up large chunks of text for visual appeal, subheadings move the reader forward with the promise of what’s to come.

Pull Quotes: Because pull quotes are placed outside the body of the main text, think of them as accessories you carry: backpack, umbrella, handbag. Set in a larger point size, pull quotes are thought-provoking or provocative sentences or phrases pulled from an article, blog post, or flyer that are used to catch the reader’s eye. Here’s an example of a provocative pull quote from an article in *Psychology Today*⁴ that looks at how science is examining why men go to war and what could make them stop:

“Terrorists, insurgents, and mass killers are basically like the rest of us.”

Boldface Type: Boldface type is bling for your content. You can capitalize or use italics or color to draw attention to a word or phrase, but nothing shouts “Look at me!” more loudly than boldface type. Use boldface type to draw readers to the most important points in your content—an efficient way to showcase the value and keep readers engaged.

S is for Share

“Everything good in life—a cool business, a great romance, a powerful social movement—begins with a conversation,” writes Daniel Pink in his book *To Sell Is Human: The Surprising Truth About Moving Others*.⁵ As a business owner with an online presence, your conversation starts—or ends—with your content. Like it or not, you and your business are being judged by the content on your website, blog, social media—everywhere you leave a trail of words.

Since your content is a conversation with your readers, be willing to share your secrets: your knowledge, know-how, and expertise. Many business owners think if they share what they

know, no one will hire or buy from them. Remember, when you share your knowledge, you show readers that you are the solution to their problems—that you offer value. It is how you connect, build relationships, and establish trust in the information age.

Think about this: If you offer media placement services and you share how-to instructions for writing a press release, maybe a reader or two will attempt to write one. If they do—great—they have learned something from you. However, they don’t have your contacts because you have spent years building relationships with people in the media. Or, after realizing how much work goes into writing a press release and researching media outlets—they decide to hire you because you shared your knowledge. Your content is proof of your expertise. It is proof of your value, and valuable content leads to sales.

Keep Readers Hungry for More Content

So, how do you keep readers coming back for more of your content? It starts and ends with the value you share—how readers benefit from your content. Remember, value enlightens the reader with new information or resources, a different approach to solving a problem, or tips that save time, money, or aggravation.

Yes, when you share your valuable secrets, readers will be hungry for more of your content—but you must write well, too. Unfortunately, value is lost when readers are confused. If you write poorly, your reader will toss you aside for someone who not only offers value, but also writes well.

So, what can you do to improve your writing? Read reputable publications like *The New York Times* and *The Wall Street Journal*. This is how you are exposed to top-notch writing and beautifully crafted words. Take a writing course. Coursera (www.coursera.org), an open source platform, offers free courses taught by professors at leading universities (or pay a small fee and earn a certificate—which puts another feather in your expert cap). “High-Impact Business Writing” is taught by a University of California, Irvine, professor.

To keep your readers engaged and hungry for more, your content needs to be real (share your secrets), relevant (stay on top of trends), and reliable (provide content regularly). To capture hearts, let readers see your soul through content that follows the HBS—headline, bullet point, share—writing formula.

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5. Pink, Daniel, *To Sell Is Human: The Surprising Truth About Moving Others*, Riverhead Books, New York, p. 87, 2012.

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[Joyce Restaino](#), an award-winning writer and editor, leads Joyce Restaino Writing and Editing Service, and is co-founder 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, she can be reached at 973-697-1721 and joycerestaino@optonline.net

Region Leadership Team Spotlight



Evon Davis, South Jersey Region Membership Coordinator

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Evon L. Davis is a Personal Travel Consultant and the owner of Classic Tour and Travel. As a Personal Travel Consultant, Evon provides start to finish vacation planning for individuals and groups. Travel and photography are her passions, and she brings these passions to Classic Tour and Travel. Evon is also a private tour guide and photographer, and with more than 30 years combined customer service and hospitality experience, client service is key for Evon. She will be your travel advocate.

Evon has traveled extensively throughout the United States as well as internationally and understands the challenges that can be encountered while traveling. She believes in a personalized approach to travel planning and feels that a vacation should be based on the interests of the client rather than what's trendy or where their friends went. She prides herself in getting to know each of her clients personally, finding out their likes, dislikes, and expectations.

In an effort to better serve her clients, Evon frequently takes advantage of industry training opportunities and has received several certifications. She is a Certified Hawaii Destination Specialist and also certified as a Globus Tour Expert and Good Travels Advisor. As a Good Travels Advisor, she can help travelers find their cause and give back to places they love through volunteer service trips. She has also received a Honeymoon and Destination Wedding Specialist designation from The Travel Institute, one of the leading travel education sources for travel professionals.

I was first introduced to NJAWBO several years ago. I had written a book and had seen a feature in a local newspaper about vending opportunities at a NJAWBO conference. I lived in Pennsylvania at the time, but took advantage of a great opportunity to get my book in front of people. I attended the conference and immediately felt welcomed by NJAWBO members. Everyone was so warm and accommodating. I knew then that this was an organization that I wanted to join. Fast forward to 2017 when I started my travel agency. NJAWBO was one of the first organizations I joined. And, once again, I immediately felt the warmth and camaraderie of a fantastic group of businesswomen. I'm excited to be a member of this organization and to serve as Membership Coordinator for the South Jersey Region.

—Evon L. Davis



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NJAWBO Upcoming Events

Wednesday, February 21

NJAWBO MetroEast Region Networking Lunch

Location: The Greek Taverna, Montclair; 11:30am–1:30pm

Thursday, February 22

NJAWBO South Jersey Region Networking Happy Hour

Location: Harvest Seasonal Grill, Moorestown; 5:00–6:30 pm

Monday, February 26

NJAWBO Virtual Connection

Location: On Your Phone; 2:30-3:00 PM

Tuesday, February 27

NJAWBO Northwest Region Networking Happy Hour

Location: South + Pine, Morristown; 11:30 am–1:30 pm

Thursday, March 1

NJAWBO Shore Region Networking Lunch

Location: Rooney’s Oceanfront, Long Branch; 11:30 am–1:30 pm

Tuesday, March 6

NJAWBO Central Region Networking Lunch

Location: Ecco Bistro, Somerset; 11:30am–1:30pm

Thursday, March 8

NJAWBO Northeast Region Networking Breakfast

Location: Suburban Diner, Paramus; 8:00–9:30am

Wednesday, March 21

NJAWBO MetroEast Region Networking Lunch

Location: The Greek Taverna, Montclair; 11:30am–1:30pm

Thursday, March 22

NJAWBO South Jersey Region Networking Lunch

Location: Carlucci’s Waterfront, Mt. Laurel; 11:30am–1:30pm

Monday, March 26

NJAWBO Virtual Connection

Location: On Your Phone; 2:30–3:00 pm

Tuesday, April 3

NJAWBO Central Region Networking Lunch

Location: Ecco Bistro, Somerset; 11:30am–1:30pm

Thursday, April 5

NJAWBO Shore Region Networking Lunch

Location: Rooney’s Oceanfront, Long Branch; 11:30 am–1:30 pm

Thursday, April 12

NJAWBO Northeast Region Networking Breakfast

Location: Suburban Diner, Paramus; 8:00–9:30am

Thursday, April 26

NJAWBO 2018 Statewide Spring Conference & Expo

Location: Crowne Plaza, Edison; 10:30am–2:30pm



Visit the NJAWBO Community Calendar at <http://www.njawbo.org/events/> for event details.



Northwest Region



Northeast Region



NJ Association of Women Business Owners

NJAWBO VISION

NJAWBO, the most essential organization for women business owners in the State of New Jersey and those who want to do business with them

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- Legislative Impact

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NJAWBO GENERAL INFORMATION

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!

NJAWBO Board of Trustees 2017-2018

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The Bottom Line Quarterly Newsletter

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www.njawbo.org

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