

the BottomLine

PRESIDENT'S MESSAGE

Dear NJAWBO Members and Associates,

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

Since 1978, NJAWBO has helped women achieve their business vision by providing the tools to develop and grow, including networking, collaboration, education, leadership, professional development, and mentoring. Additionally, NJAWBO serves as the voice of women business owners to the New Jersey Legislature.

Our primary objective is to support and encourage business ownership by women. This special purpose of NJAWBO—women supporting women—is what makes NJAWBO a unique and exceptional business community. Now, more than ever, NJAWBO brings value to our members through the following basic activities of our organization:

- **Relationships** – Members develop sincere and valuable relationships through attending our noteworthy events, having coffee with each other, and participating in committees that grow and nurture these connections.

- **Referrals** – As we build relationships, we naturally refer business to each other, not only directly through our members but also utilizing the vast network of our members' resources.
- **Revenue** – Business growth is the result of utilizing the substantial opportunities of networking, collaboration, education, leadership, professional development, and mentoring that NJAWBO has to offer.

All this makes NJAWBO the essential organization for women business owners.

Looking forward to seeing you at a meeting!

Holly

Holly Kaplansky
NJAWBO State President

NJAWBO 01-06-2021 Join the Conversation Screenshot



RELATIONSHIPS ➡ REFERRALS ➡ REVENUE

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.

MetroEast Region

(Essex, Hudson, & Union Counties)

Amina Heyward

Newark Tech Tutor,
Newark

Wanda Molina

Molina Legal Services
LLC, Jersey City

Northwest Region

(Morris, Sussex, & Warren Counties)

Stefani Schwartz

HatfieldSchwartz Law
Group, Cedar Knolls

Bernadette Wanczyk

Green Knolls Insurance
Solutions LLC

Shore Region

(Middlesex, Monmouth, & Ocean Counties)

Ivelisse Perez

New Jersey's Clean
Energy Program,
Woodbridge

Buvana Radhakrishnan

Minuteman Press, North
Brunswick

Jennifer Schulman

Fortune Web Marketing
Management LLC,
Asbury Park

January 26, 2021 | NJAWBO Virtual Event Hosted by the Northwest Region
Change Management: Rethink, Revamp, & Reset Challenging Behaviors to Seize New Business Opportunities and Achieve New Goals
SPEAKER: Margaret Kaymakian Ng, MSOD, Project, CSP, MBE Change Associates Inc.



MEMBER BENEFIT POWER-UP

You're the Face of Your Business!

Whether you're attending virtual meetings or not, you're the face of your business. Does your www.NJAWBO.org member profile have your latest headshot? Having a current, professional photo along with your business profile helps build brand recognition. Help NJAWBO reach our goal, and submit your headshot!

Watch Your Email for Submission Instructions

MEMBER NEWS



Stefani C Schwartz, left, and Kathryn Van Deusen Hatfield, right, of Hatfield | Schwartz Law Group in Cedar Knolls.

Stefani Schwartz Recognized in *New Jersey Law Journal* on New Beginnings during a Pandemic

NJAWBO member **Stefani Schwartz** was interviewed regarding the launch of Hatfield | Schwartz Law Group, their new 100% women-owned law practice in September 2020. Making the decision to begin this new adventure after long, successful legal careers was one made of moxie, especially during a pandemic. Finding new ways to work with existing clients and expand their clientele, while embracing new technologies and marketing strategies, has prompted creativity, bringing great results. Stefani offers advice to women setting out to start new firms, “Failure cannot be in your vocabulary... Surround yourself with supportive, like-minded people.” Stefani can be reached at 973-632-8297 or sschwartz@hatfieldschwartzlaw.com.

Christy Mahon Receives “Game Changer” Award for Online Travel Events



World Travel Holdings, the parent company for Dream Vacations, awarded **Christy Mahon** the Game Changer Award during its 2020 National Conference in November, specifically honoring Christy for her innovative and unique approach of engaging with a weekly audience, having launched in July an online “destination night” called #WeWillTravelAgainEvents. She has been recognized in industry magazines and featured on the Dream Vacations corporate recruiting website for her game-changing approach to reach lovers-of-travel as she inspires and educates on a new destination each week. Christy can be reached at cmahon@dreamvacations.com or 862-354-8448.

 An advertisement for investors Bank. It features a smiling woman with dark curly hair, wearing a blue blazer, standing with her arms crossed. The background is a blurred office setting.

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Monica C. Smith Announces Marketsmith Inc.'s Part in Launching NJ's First Official Health Care Insurance Marketplace

Marketsmith is proud to be a part of launching NJ's first official health care insurance marketplace, [#GetCoveredNJ](#), providing a one-stop shop for NJ residents to find quality, affordable health care plans for those who do not have coverage from an employer or other programs. Visit [GetCovered.NJ.Gov](#) for additional details.

"Each of us have the ability and responsibility to help our communities grow stronger and healthier. Working on the Get Covered NJ initiative with the state has been one of our most critical efforts for the times in which we find ourselves. Bringing our passion and expertise to this critical effort has been one of Marketsmith's most important projects to date," **Monica C. Smith**, Founder & CEO, Marketsmith Inc.



Image was created by
Marketsmith Inc.



Maureen Rushalski Recognized with Award for Excellence in Salesmanship

Maureen Rushalski, owner of Yes You Can Marketing LLC, is also a licensed real estate agent. She was recently awarded The NJ Realtors® Circle of Excellence® Sales Award®, which recognizes those members who have demonstrated excellence in the field of salesmanship.

"I strive to always provide the best in service, and receiving an award for a job well done is a bonus," notes Maureen. "My marketing expertise is one way that I differentiate myself in the real estate industry and that my sellers value. I partner with my clients by suggesting the right items to fix/update (presale), guide them on removing clutter and how to stage their home correctly to

highlight the best features and minimize the negative, all with our target buyer in mind. In turn, I invest in professional photography and write enticing marketing verbiage for print and digital advertising to capture interest. The extra time and work is worth it, and with strategic pricing, we obtain a prompt sale for the highest value."

Maureen is also the NJAWBO Shore Region Leadership Team Chair. She can be reached directly at 732-581-7873, or you can visit her regarding real estate at www.maureenrushalski.com or marketing at www.yesyoucanmarketing.com.

RELATIONSHIPS



REFERRALS



REVENUE

Buvana Radhakrishnan Announces Grand Opening of Minuteman Press North Brunswick

Buvana Radhakrishnan, the proud new franchise owner of Minuteman Press North Brunswick, announces the February 8 grand opening of her business, which is located at 1040 Orchard Street. Her family-owned and -operated full-service shop uses the latest in printing technology to design and print anything needed to market, promote, or grow a business, including high-quality printing, design, branded promotional items, and marketing services.

“With an extensive background in data management and technology, I felt it was time to use my experience to help the business community,” Buvana notes. “I have always aspired to become a woman entrepreneur with a customer-centric focus. The thought of buying my own print shop franchise to become the trusted marketing partner to every business and help in their growth gave me a sense of fulfillment. Success to me is defined by building the trusted relationship with every client I work with and going above and beyond to help them achieve their business goals. It’s this journey that I am looking forward to with my customers.” Buvana can be reached at buvanascott@minutemanpress.com or 732-619-6034.



Member News continues on page 10



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.

Pandemic-Related Issues in the Workplace and Predictions for 2021

by Stefani Schwartz

It is 2020 and the pandemic rocks the world.

Employers were forced to close by Executive Orders or chose to keep their doors shut so their employees could remain safe. When the workplace reopened, it was far from “normal.” Many employees requested not to work in the office, and some employers faced a dilemma. Could they compel employees to work in the office? Now that the COVID-19 vaccines have gained approval, employers are faced with further issues on how to deal with the vaccine and their employees.

The Equal Employment Opportunity Commission (EEOC) updated its previously published COVID-related guidance to address how employers should handle such related workplace issues. The guidance issued on December 16, 2020, implicitly states that such policies are legal but employers must be cautious to ensure they do not violate other laws. This article is intended to illustrate the issues surrounding COVID, working in a virtual world, and discuss potential landmines and obstacles.

Employee Accommodation Request: To Accommodate or Not to Accommodate?

Under the Americans with Disabilities Act (ADA), if an employee has a disability the employer may have to provide the employee with a reasonable accommodation. While employers have always been required to provide accommodations in accordance with the law, COVID-19 has raised new accommodation concerns. Although COVID-19 is not a disability it has been designated as a “direct threat,” meaning an individual who has an underlying health condition or is over the age of sixty-five (65),¹ placing them at higher risk of severe illness from the virus, is provided protections under the ADA and potentially entitled to an accommodation.

¹ The Centers for Disease Control have designated individuals that have underlying health conditions and those over the age of sixty-five (65) as being at a higher risk of being impacted by the virus.

Employers do not have to provide an accommodation where the accommodation would create an undue hardship. However, according to the Equal Employment Opportunity Commission (EEOC), even with the constraints imposed by the pandemic, some accommodations may meet an employee’s needs on a temporary basis. This includes temporary transfers to a different position, modifying a work schedule or shift assignment, or permitting the employee to continue working remotely. These accommodations may allow an individual to perform safely the essential functions of his or her job while reducing exposure to others in the workplace.

Employers should be aware of the type of questions that are permissible and the type of documentation that can be requested.

COVID-19 Vaccination: Require or Encourage?

In response to the recent authorization granted by the U.S. Food and Drug Administration for the COVID-19 vaccine, the EEOC released updated guidelines pertaining to the responsibilities and rights of employers and employees regarding vaccination. While employers are generally permitted to mandate that employees receive the COVID-19 vaccination, the EEOC’s guidelines address issues that may arise, and that employers should be aware of, including:

- Employee exemptions such as a medical condition/disability which prohibits vaccination, and/or a sincerely held religious belief which precludes vaccination;
- How to address and manage employees who cannot be vaccinated due to a medical condition or sincerely held religious belief;
- Limitations on proof of vaccination; and
- The type of prescreening questions that can and cannot be asked by employers.
- Working Remotely: Virtual Harassment & Discrimination

In a recent report, an EEOC task force found that when workplaces are remote, employees can feel

unaccountable for their behavior and mistakenly believe that the standard workplace policies and behavioral expectations do not apply. While in-person harassment or discrimination may decline, virtual harassment and discrimination may increase, including by e-mail, text message, telephone, social media, and in virtual meetings.

As many employers have determined that employees will not be returning to the workplace any time soon or may be returning to a hybrid environment indefinitely, it is important to (a) remind employees that all policies and practices must be followed and (b) encourage employees to continue to act professionally at all times.

Returning to the Workplace

Employers that will be reopening the workplace for the first time must maintain a safe and healthy environment as required by the Occupational Safety and Health Administration. Employers should implement procedures regarding health screening, protocols for when someone is diagnosed with COVID-19 or symptomatic, personal protective equipment (PPE), disinfecting, sanitizing, and social distancing.

Maintaining Policies

It is important that employers continue to implement and issue new and applicable policies, such as those pertaining to vaccination, virtual protocols, safety/screening procedures, sick leave, and medical leave. Employers must remind employees that all workplace policies remain in effect and will be enforced, even in a remote environment.

Addressing these issues with legal counsel can help minimize risk and create a proper and safe working environment.

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Stefani Schwartz is senior managing partner at HatfieldSchwartz Law Group located in Cedar Knolls. She has devoted her legal career to representing employers in all aspects of employment law, including discrimination, harassment, retaliation, and wrongful termination matters. She is a leading practitioner in the field whose advice is often sought after. Stefani has received numerous accolades; among them she was named to the New Jersey Top 50 Women Lawyers by the "Super Lawyers" publication. She is dedicated to supporting women, most recently serving as the North Jersey Chair, American Heart Association, Go Red for Women Luncheon. She can be reached at sschwartz@hatfieldschwartzlaw.com or 973-737-8315.

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View Networking as Public Relations Outreach for Your Business

by Andrea Pass

Networking has always been a vital element of business growth. However, since March 2020, businesspeople have changed the manner in which networking is conducted. The virtual environment has become a new best friend. Video meetings have replaced in-person coffee. Time is limited before heading to the next networking event or meeting in between handling client responsibilities.

It is important to view networking in the same realm as public relations outreach. Public Relations is the professional maintenance of a favorable public image by a company or other organization or a famous person.

When seeking a favorable public image, remember the following media training tips that translate to online networking.

First Impressions Are Lasting Impressions

Take the time to dress the part. Since video content is the name of the game, be sure to wear clothing that is professional, clear of wrinkles/stains and with no outright words or logos. No one is saying put on a suit and high heels; however, when taking the time to look professional—"Perception is Reality"—you will be perceived professionally.

Keep the video on. There is nothing as frustrating on a networking call as participants who don't take the call seriously and keep the video off. The interpretation is that the individual has something better to do. When the response is that "the house is a mess" or "I've been busy with the children, so I haven't had time to wash my hair," again, that person isn't taking networking seriously and does not want to effectively publicize a business. No one is judging or even noticing if your hair is washed. Run a brush through it and put on a smile.

Let others in your home know that you will be on a networking call. There is nothing as embarrassing as a person walking into the view of the camera in a towel or without a shirt on (yes, I've seen it all). Close the door and take the time to be fully present to give a lasting impression.

If the room in which you sit is clear of clutter, feel free to use that room as the background. However, not everyone has the best space for calls in their work-from-home environments. *Create an appropriate business virtual event background* to further solidify that other participants remember your company and area of expertise. There are free apps and websites you can use to design virtual backgrounds; you can use their free graphics or upload your own. Do not

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Jill Van Nostrand is a Registered Representative and Financial Advisor of Park Avenue Securities LLC (PAS). Securities products and advisory services offered through PAS, member FINRA, SIPC. Jill Van Nostrand and Erin Hoffman are Financial Representatives of The Guardian Life Insurance Company of America (Guardian), New York, NY. PAS is an indirect, wholly-owned subsidiary of Guardian. Certified Financial Services LLC is not an affiliate or subsidiary of PAS or Guardian. OSJ: 52 Forest Ave., Paramus, NJ 07652, 201-843-7700 2019-91059 Exp. 12/21

use moving backgrounds during networking calls; they distract from the meeting.

An Elevator Pitch Is the Same as Key Messaging Points

Journalists ask tough questions. Business owners must *be prepared with key messaging points* in any press interview to be assured that the vital information makes it into an article or broadcast interview. The same holds true in networking.

Practice the elevator pitch. What is the takeaway? What is the call to action? Change around your elevator pitch if you are consistently in networking events with the same people. While variety is the spice of life, an often-repeated pitch to the same audience gets stale.

The same holds true when in a dialogue with a media outlet. Those hearing the message must want to feel inclined to take the next step—to engage with a business, service, or product.

Don't read the elevator pitch. At this point, virtual networking is second nature. You can't make a mistake when it comes to talking about your business.

Take the Time to Refer to Others by Name

Some virtual event video conferencing systems allow participants to type in a name or phrase that will appear under the video images. Be sure to have your name and, if short enough include your company name, so others will know your name and your business. Do not enter a call with "Jane's iPad" or a telephone number on the screen. Make the name an opportunity for effective networking and conversation.

When watching a television interview, frequently the guest will refer to the interviewer by name. This creates a bond on screen that translates to both the participants and the audience. In networking breakout rooms or main rooms, it shows that you are paying attention by noting, "Hi Holly, thank you so much for having me" or "I agree with Susan" or "I'd welcome the opportunity to schedule a one-on-one call with Diane to learn more about her business." If you aren't sure how to pronounce a person's name, be courteous and ask for the pronunciation. Then, make a note to remember it for future meetings.

Chat Has Replaced the Traditional Business Card

At each event, there is often the opportunity to *input contact information in the chat*. Pre-write your contact information to include name, name of business, brief description, website, email, and telephone number. You may also include links to an online calendar (to book meetings) and your LinkedIn profile.

Proofread carefully. There have been countless times when networking attendees have typographical errors in email addresses or do not include full website information. Typos can result in lost referral business.

If participating in upcoming webinars, panels, or other virtual events, be sure to include that information in the chat along with the appropriate registration link. Again, the chat is a public relations outreach opportunity. Take advantage of that opportunity.

Follow-Up

In the world of public relations, *follow-up is key*. The same holds true in networking. Be sure to download the chat and appropriately follow up with others. It is not necessary to follow up with every single participant. Do some homework to determine the best contacts to begin that relationship. Do not add everyone's email to your newsletter or spam others. Schedule one-on-one calls.

As NJAWBO understands: Relationships lead to Referrals lead to Revenue. Each step takes time. Networking is the first step.

© 2021 Andrea Pass



Andrea Pass, owner of Andrea Pass Public Relations, has created and implemented public relations campaigns in a wide range of categories, including consumer products, lifestyle, B2B, education, authors, non-profits, and more. Her strength in relationships coupled with her knowledge of the ever-growing media base results in securing top tier, targeted media placements to increase brand awareness, reputation management, and sales for established businesses and growing entrepreneurs alike. She can be reached at andrea@andreapasspr.com or 201-873-6087.

Member News continued from page 5



Interview about Jennifer Macaluso-Gilmore Featured on Forbes.com

An interview article about **Jennifer Macaluso-Gilmore** (better known as “Jen Mac”), an executive life coach for female leaders and the owner of Something Different for Women, LLC, has been published on Forbes.com. The article was written by Stephanie Burns, a Forbes contributing author. To read the recent *Forbes* interview entitled, “How This Executive Coach is Cultivating the Next Generation of Female Leaders,” go to <https://www.forbes.com/sites/stephanieburns/2021/01/12/how-this-executive-coach-is-cultivating-the-next-generation-of-female-leaders/>.

Jen Mac is also the facilitator for the new 2021 NJAWBO Professional Development Training Series. She can be reached at 973-543-0264 or <http://www.jen-mac.com>.

Erin Hoffman Receives Guardian Client Builder Award

Erin Hoffman has been awarded with the Guardian Client Builder Award for excellence which recognizes new financial representatives who get off to a strong start building relationships with prospective clients and creating a foundation for future success. She is a financial representative with Certified Financial Services, LLC, a sponsor of NJAWBO.



Erin is seen here with CFS financial advisor, Jill Van Nostrand, after learning about the award.

“I am honored to achieve this award,” notes Erin, “and grateful to have helped my clients with strategies to help them meet their personal, family, and business goals.”



Erin also serves as the NJAWBO Northeast Region Event Coordinator. She can be reached at 973-525-4015 or <http://www.cfsllc.com>.



NJ Association of Women Business Owners

RELATIONSHIPS → REFERRALS → REVENUE

WWW.NJAWBO.ORG





Deborah Gussoff Recognized by National Association of Productivity and Organizing Professionals

Deborah Gussoff of In Order, Inc., a Certified Professional Organizer, was just recognized by the National Association of Productivity and Organizing Professionals (NAPO) as a NAPO Approved Business. Deborah also was recently recognized as a 25-year Golden Circle member. NAPO®'s prestigious Golden Circle™ was formed to recognize members who have attained an elevated level of experience and recognizes commitment to the organizing profession. Since 1994, Deborah helps her clients streamline, simplify, and declutter their stuff, time, and lives. Deborah states that “with many more people working and schooling from home during the pandemic, having an organized home and systems in place for your possessions, time, and processes is more important than ever.” Deborah can be reached at deborah@inorder.com or 973-334-3477.

Fabienne Jacquet Pens, *Venus Genius*, about Innovation through the Feminine Lens

Published in December 2020, *Venus Genius: The Female Prescription for Innovation*, by scientist, innovator, and business owner, **Fabienne Jacquet**, explores innovation from different perspectives: historical, scientific, sociological, cultural and practical—all through the feminine lens. The book addresses the shortage of women in innovation and how important it is to address this as a first step to inclusion. “To date, the world (and innovation) has been mainly driven by masculine energy, and we can no longer ignore gender,” explains Fabienne. “This book will help all individuals discover they have latent feminine skills and, wherever one stands on the masculine/feminine spectrum, rebalancing toward the opposite makes him or her a more centered human being in their personal and professional life. *Venus Genius* bridges theoretical concepts with many real-world examples from a broad variety of people and perspectives to provide a practical approach.”



Fabienne, owner of INNOVEVE, LLC, can be reached at 201-713-7821 or contact@innoveve.com. The book is available on Amazon, Kobo, and Barnes & Noble. The hardcover is due out in April and the audiobook in August. Below are two recent testimonials:

“Fabienne, the Venus Genius herself, is finally sharing her brilliant thinking! She demonstrates how innovation driven by your feminine side will get your brand and business to a whole different level. And she does this with her unique refreshing, fun and engaging style. The best read of the year!”

Sophie Bailly-Maître, General Manager, Colgate-Palmolive

“A must-read for entrepreneurs, business people and artists! This book will open your eyes to how innovation works, and how important the balance of masculine/feminine is to achieving it. A fascinating read for anyone, but especially important for anyone starting a business or searching for innovation. As a woman in business, I wish this book had been around when I was starting my career! Fabienne has a unique background and perspective and she uses it to explain the subject matter clearly and enjoyably, with humor and clear real-world examples. It's hard to stop reading!”

Joanie McCaw, Senior E-comm Writer at Mattel, Inc.

Member News continued

NJAWBO Access to Excellence Interview Series

Video content draws higher feedback and engagement. Now, NJAWBO is proud to announce NJAWBO Access to Excellence—a video series showcasing the varying industries of NJAWBO members across the state. These bimonthly video interviews will be alternately hosted by our two NJAWBO Interviewers: Melanie McDonald, of Strategic Receivables, and Andrea Pass, of Andrea Pass Public Relations.

Each episode will offer highlights of how businesswomen have taken appropriate steps to grow, expand, and succeed in our ever-changing landscape. From Access to Excellence, members will be able to use the video interview as an important public relations outreach element to share on individual websites and social media pages with the goal of increasing brand awareness and, potentially, sales. The program schedule and lineup will be announced soon.

If you are a NJAWBO member interested in being featured in a video interview on NJAWBO Access to Excellence, please email both Melanie (macdonald88@gmail.com) and Andrea (andrea@andreapasspr.com) the following information: Your name, email, telephone, business name, and links to your website and social media pages. Also please answer these two questions:

- What is your business about (3 short sentences)?
- What are your business goals (3 short sentences)?



NJAWBO Spring Gift Guide Set to Be Published in April

The NJAWBO Spring Gift Guide is seeking member submissions! This your opportunity to get extra exposure for your business! Who can't use that? The Spring Gift Guide is currently underway and covers Mother's Day, Father's Day, and Graduations. The guide will be published in April and run through June. Submissions are due March 10.

Be creative—everyone has something to offer a Mom, a Dad, or a Grad. So, consider adding one of your products or services to the NJAWBO Spring Gift Guide so those interested can make their Spring gift purchases from you!

For more information about submitting your product or service, contact Angela Acosta at info@angelaatelier.com.

Date:
March 31, 2021



Time:
10:00 to 11:45 AM

WOMEN & LEADERSHIP: A VIRTUAL EVENT

Explore with us the important role of women leaders and the value of women in leadership. This event will do the following:

- communicate what effective leadership looks like
- speak to the fact that successful women business owners have leadership qualities
- stress the value serving as a leader brings to the woman and those she leads
- inspire leadership

**Let's get inspired to create a
little Leadership Magic of our own!**

<https://members.njawbo.org/events/>

Panelists:

Taryn Abrahams,
Corporate Behavioral
Specialist, Empower
Behavioral Services, LLC

Bertha Robinson,
Leadership Coach, Star One
Professional Services

Rachel Schulties, Chief Operating
Officer, Marketsmith, Inc.

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February 4, 2021 | Launch of the NJAWBO Professional Development Quarterly Series, No. 1
3 Helpful Tools for a New Beginning SPEAKER: *Jan Mac*, Something Different for Women, LLC



February 7, 2021 | NJAWBO Virtual Event Hosted by the Shore Region
Learn How New Jersey's Clean Energy Program Incentives for Businesses Can Benefit You
 SPEAKER: *Yvelise Perez*, TRC on behalf of New Jersey's Clean Energy Program



January 5, 2021 | NJAWBO Virtual Event Hosted by the Central Region
How to Talk to the Other Four Generations in Business in 2021
 SPEAKER: *Laurel Bernstein*, Laurel Bernstein & Associates



January 19, 2021, 11:30AM-12:30PM | NJAWBO Virtual Event Hosted by the South Jersey Region
Rooting Your Business and Yourself into What's Possible
 SPEAKER: *Kim Levin*, Kim Levin Coaching, LLC



MEMBER BENEFIT POWER-UP

Give Your Membership a Boost: Upgrade Your Profile!

Is your membership profile on www.NJAWBO.org all it can be? Are updates in order due to a recent change? Are potential partners, clients, and referrals in-the-know about your business? Set aside an hour to review it, then give it a boost by leveraging content you already have and update your profile. Need help? Contact your regional leader or membership coordinator.

Contact Info • Business Description • Ideal Client

NJAWBO Upcoming Events

Weekly Virtual Events

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

April 29, July 20, October 1

NJAWBO Professional Development Series

May 4, August 31, November 5

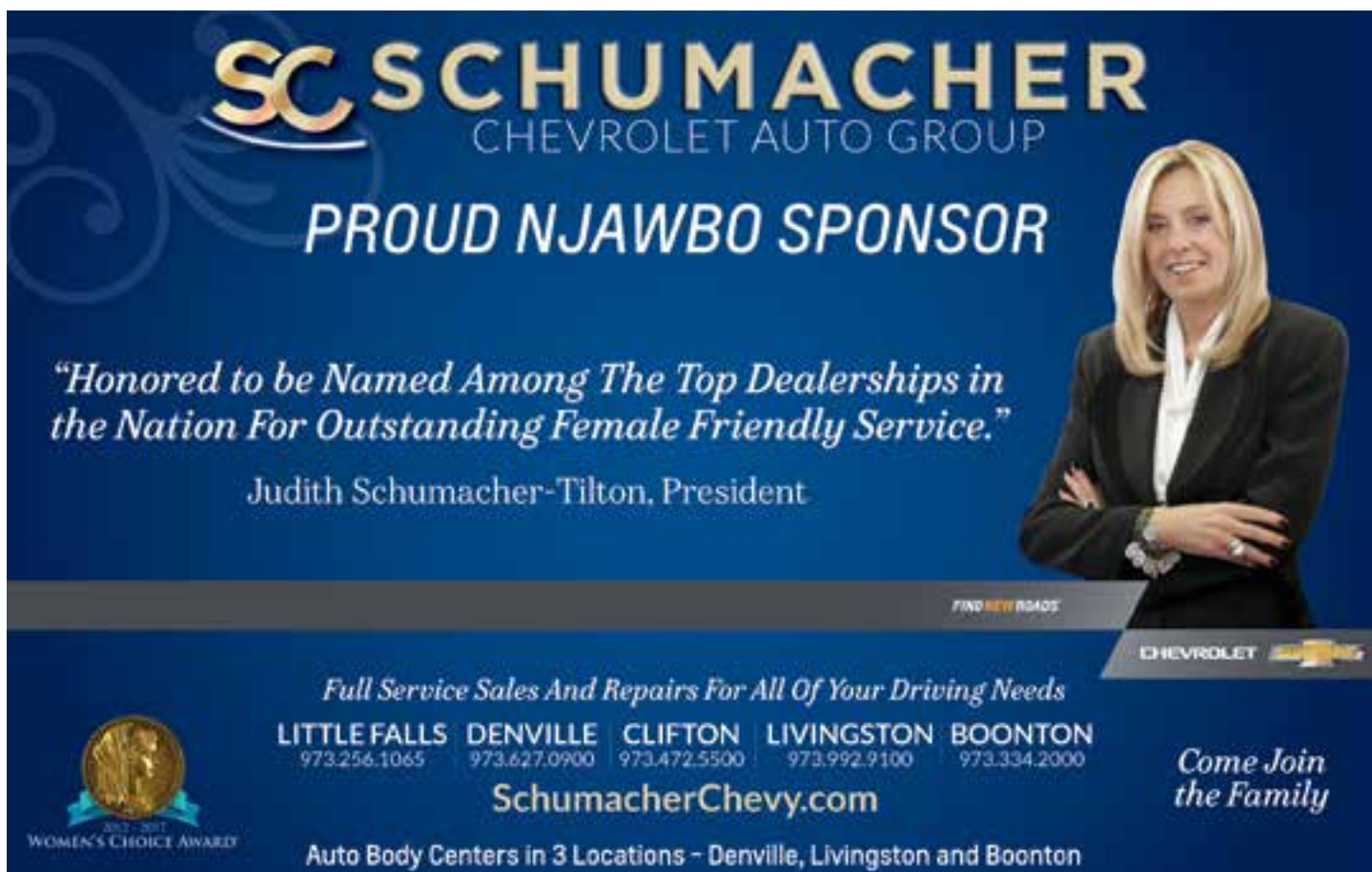
Annual Statewide Virtual Events

March 31, June 30, December 8

NJAWBO Member Virtual Monthly Roundtable

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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NJAWBO Executive Committee

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

Secretary: Laurel Bernstein, 201-927-5927,
bernstein.laurel@gmail.com

Treasurer: Dianne Kelly, CPA, 973-965-7924,
diannekellycpa@aol.com

VP of Administration: Laura Graziano, 973-204-8232,
laura@lauragraziano.com

VP of Corporate Relations: OPEN

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

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

Interim VP of Membership: Andrea Pass.
201-873-6087, andrea@andreapasspr.com

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