

MORRIS

NJAWBO

NJ Association of Women Business Owners

www.morrisnjawbo.org

TEAL TALK

Morris NJAWBO Quarterly Magazine

Issue 2 - January - March 2012

NOTES & CONTACTS:

Teal Talk will be published quarterly. For information on placing an ad or submitting an article, please go to our website at www.morrisnjawbo.org

From the desk of.....Your President

Why I'm Not Working at a Hallmark Store

When I was “shown a new career opportunity” by my old company, I wondered what I would do. The job market was very thin at the time, making applying and interviewing at other companies next to impossible. Besides, I realized I had not been 100% happy in the job I had just left.

I drew out a plan for a new business and joined NJAWBO so that I could rub shoulders with more experienced businesswomen. My backup plan, if my little business fell on its face, was to find a serene job working at a Hallmark Store. This way I can read the funny cards all day, be paid a modest amount, and spend my days stress free. If you and I had not met through NJAWBO, I would have been that nutty woman shoving a card at your face, “oh my God, have you read this one? Isn't it CUTE?”



Fast forward 8 years: someone recently asked me, “what would you have done differently in your business if you had never found NJAWBO?”

I told them about my plan to spend my days ringing up cards; without NJAWBO my business would have closed down after 6 months. After all, most of my business comes either directly or indirectly from NJAWBO. A whopping 70% of it. Year after year, when I go through my client database and identify how each client came to find my business, I discover that a healthy percentage are members of several chapters throughout the state. If not a member, I continue to track backwards until I find the ultimate referral source. In various cases, the client was referred to me by a NJAWBO member, or by another client who I had gotten from a referral from a NJAWBO member.

I can say with confidence that the number of clients I have had the privilege to serve through the years who came to me with no ties or connections to NJAWBO whatsoever are no more than 30%.

Many times we hear members or prospects saying that when they look at the demographics of any given chapter, they don't see their target market. In those cases, I wish I could hand the person a pair of magic glasses – one that would let them see inside of each member's rolodex or email address book. We often say in this chapter, “it's not who you know, it's who THEY know”.

If you're finding it a challenge to get business from your membership, **you're most likely looking at the bark and not at all the branches of the tree.** Let the women at your table know, “I'm looking to do business with Widget Makers. Do any of you have a great connection to one?” NJAWBO members pride themselves on doing everything we can to connect someone with a great resource or referral.

But...

- **It's up to you to ask the right questions and keep asking.**

MORRIE Awards

December 2011

- It's up to you to attend our meetings regularly so you can meet future referers.
- It's up to you to volunteer on a committee and reap the benefits of that exposure.
- And it's up to you to go outside of your own backyard and visit other chapters.

Many of our members don't take full advantage of what this organization has to offer. They figure they will show up and introduce themselves and they will walk out with new business. That's not the way it works. Be there – meet people – get involved – and ask for business.

Everything you need to build your business is right here, but unless you have a burning desire to organize shelves of greeting cards, **you need to put your membership to work.**



Morris Chapter President
2011 - 2012



The "VOGUE" Award was given to Rafael Miranda, of LFC Consulting, for taking the initiative to be our paparazzi at almost every event, giving us great photos for our marketing materials, and for making us all look good in the process!



The "HELPING HANDS" Award went to Laryssa Nahnybida, of Top Stitch, for finding and coordinating our use of the Cultural Center, right down to making every detail better; for volunteering as a chapter ambassador; and with charging forward with the planning of our fundraising dinner!



The "CLEAR SAILING" Award went to Leigh Schaeffer, of Caring Transitions, for being our program facilitator extraordinaire and keeping our breakfast and lunch events running smoothly and on time.



Public Policy



By Lynne Delcalzo,
LMC Financial Services

What is WIPP?

WIPP (Women Impacting Public Policy) is a nonpartisan organization, representing over half a million members, which educates and advocates on behalf of women-owned businesses. Since its inception in June of 2001, WIPP has reviewed, provided input, and has taken specific positions on many economic issues and policies which affect the bottom line of its membership. The issues cover a broad range of current legislation and/or policies such as affordable health care, leveling the playing field for women-owned businesses, opening up federal procurement policies for women-owned businesses, and the implementation of well-established federal law which seeks to encourage women in the marketplace.

What has been NJAWBO's relationship with them?

NJAWBO has a long standing affiliation with WIPP that adds another level of benefit to our own members. All NJAWBO members are welcome at all WIPP meetings, webinars, seminars and training and educational at WIPP member pricing.

What has been your experience with this organization?

As the past VP of Public Policy, I participated as a member of the WIPP Northern NJ Instant Impact Team, which is a localized group which advocates at the grassroots level for issues affecting small business by

forming and maintaining working relationships with federal officials at their district offices. All NJAWBO members are welcome to participate in the Instant Impact Team and is a wonderful opportunity to meet your legislators and have them get to know our members and what is important to us as we continue to grow our businesses especially in this tough economic climate.

What is available to our members through them?

WIPP, through the WIPP Education Foundation, offers many educational opportunities for women-owned businesses such as through the "Give Me 5" Program for obtaining the proper certification to compete within the guidelines for procuring federal contracts, accessing capital, technology, and the E3 program for Entrepreneurs, Energy and the Environment. Several of our members have participated in a variety of these training sessions.



What do people need to do to find out more or get involved?

Visit the WIPP website at www.wipp.org to register as an affiliate member at no charge. Then you can sign up for regular email blasts that provide information on key legislation and be informed on upcoming educational opportunities available to WOB.



Evening Networking

- **January 25**
4:30 - 6:30
Open House/Networking
Oxford Learning Center
- **February 29**
Open House/Networking
Affinity Federal Credit Union
- **March 21**
New Member Tea
The Ukrainian American Cultural Ctr.
- **April 25**
Open House/Networking
The Ukrainian American Cultural Ctr.
- **May 30**
Open House/Networking
Affinity Federal Credit Union



Book Club

Location: Oxford Learning Center
Pine Plaza, Rt. 10 East
Whippany

Time: 4:30 - 6:00 p.m.

Dates:

January 11

Everyone Communicates, Few Connect
by John C. Maxwell

February 8

Zarella's Hierarchy of Contagiousness
by Dan Zarella

March 14

Outliers
by Malcolm Gladwell

April 11

Zappos Experience - 5 Principles
to Inspire, Engage & Wow
by Joseph Mitchell

May 9

Women Don't Ask
by Linda Babcock & Sara Laschever

June 13

Bird by Bird
by Anne Lamott

“Giving Back” Takes on a New Meaning with the Morris Chapter of NJAWBO



By Sue Amdur,
Mountain View
Office Services,
LLC

Everyone has a different idea of what “volunteering” means and everyone has different reasons for volunteering. Plus, everyone has a different idea of the amount of time they can give to an organization. Some people hesitate to volunteer because they think there will be a long-term commitment and that “once you start to volunteer, you can never stop” feeling.

The Morris Chapter of NJAWBO has made it easy to donate your skills without feeling that you are trapped into doing work you don't have time for. You can now volunteer for as much or as little time as you want – one hour or so a month, a short-term project, or a longer commitment on one of our committees.

To help you decide to join our volunteer team, we've compiled a list of the top five reasons to volunteer with Morris NJAWBO:

1. Giving Back

So, you've made some great business connections through NJAWBO, you've gotten some great information at our monthly breakfast and lunch programs, and you've learned a lot at Morris University and our monthly book club meetings. Now, you'd like to give something back to the organization. Volunteering is a great way to do that!

2. Meet Other People

We're sure you've met some great people at our events and made some great business contacts, but you'd like to meet more. Or, maybe you're still fine-tuning your networking skills and haven't made as many contacts as you had hoped for. Volunteering is a great way to get to know many more people in the organization and even in the local business community. We're sure you'll not only meet new business contacts but you'll also make new friends!

3. Get Yourself Known to Others

Are you frustrated that the people you meet and talk with at networking events can't really get an idea of how you work and what skills you have? By volunteering, the people you work with will see first-hand what your work ethics are – are you reliable, do you show initiative – which, in turn, will make them more willing to do business with you.



4. Share Your Expertise

Are you a marketing expert? A computer authority? A talented business coach? Would you like to become a 'go to' person for a particular skill that you have? By volunteering in an area that you have expertise in, you can share and showcase that

Continued.....

expertise so that others will come to rely on you and your company to help them out. What better exposure can there be than actually putting your skills into practice?

5. Satisfaction

The top reason for volunteering? It's simple – you will get tremendous satisfaction just by knowing you are helping a great organization that never stops offering great opportunities to its members.

If you are convinced that volunteering with the Morris Chapter of NJAWBO is for you, let us know by emailing us at volunteer@morrisnjawbo.com. You can also check out the volunteer page on our website for some ideas of where we can use your help. You don't need to give a lot of time – only give what you can. You decide!



Welcome New & Renewing Members!

Susan Amdur-Coburn

Mountain View Office Services, LLC

Terri Black

DT Virtual Services

Rita Chipperson

Chipperson Law Group

Emilia Cobos

MRC, Inc.

Catherine Coloff

IT Radix

Lilie Donahue

Aspire Payroll

Nadege Douglas

Parfait Parties

Ellen Goldman

EnerGcoaching, LLC

Nancy Lake

Kitchens by Nancy, Inc.

Kathleen Lencki

Viridian Energy, LLC

Mitsu Rajda

On Common Ground

Leigh Schaeffer

Caring Transitions of North Central NJ

Stephanie Duehring

EMC CPR & Safety Training, LLC

Angela Gagauf

NJ Home Staging and Redesign

Diane Mauriello

Dante Resources, Inc.

Deborah Olivo

Aromatic Therapy LLC

Ana Rincon

Natural Awakenings Magazine (NJ)

Norma Weinstein

NuSkin / Pharmanex

Annual Fundraiser Dinner Event Celebrating the 40th Anniversary of Children & Family Resources of NJ

**MARCH 21, 2012
5:45 PM - 8:45 PM**



Network with the most dynamic group of business owners in the county when the leading network organizations and chambers gather under one roof to celebrate the 40th Anniversary of Children & Family Resources of NJ.

Pay it forward by giving a hand-up to the organization that supports the growth and well-being of children and families in your community. Experience the Joy of Giving by sharing this experience with your clients, vendors and friends.

**Watch our website for details
and registration information.**

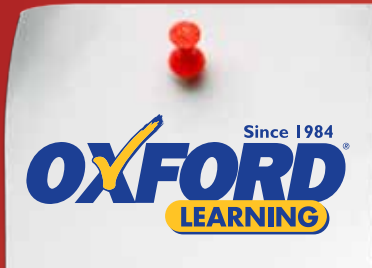


This is what motivation looks like

For over 25 years, Oxford Learning has been helping children of all ages get better grades. Ours is a proven approach that generates results by breaking down bad learning habits and by getting kids excited about learning.

Call today, or visit oxfordlearning.com

Whippany 973-781-9000
831 Route 10 E #19 Pine Plaza
whippany@oxfordlearning.com



Oxford Learning Centres®



LAW OFFICE OF FRAN J. GARB



2 Ridgedale Avenue, Suite 245, Cedar Knolls, NJ 07927
Mailing Address: PO Box 2264, Morristown, NJ 07962-2264
Website: www.garblaw.com

ELDER LAW

Wills ~ Living Wills ~ Powers of Attorney ~ Trusts
Guardianship ~ Medicaid Planning ~ Asset Preservation
Real Estate ~ Divorce/Family Law

OTHER LEGAL MATTERS

Tel: (973) 605-1177

Fax: (937) 605-1835

E-Mail: fran@garblaw.com

Call To Schedule Your Appointment*



*Free one-half hour consultation





Save The Date!

Monday, May 7, 2012

**A day to invest in your business and invest in yourself.
Don't miss this wonderful opportunity to learn,
expand your skills and network.**

Our phenomenal keynote speaker, Mike Michalowicz, will start the day off presenting ***More Customers Buying More Things More Often: The Use of Behavioral Influence to Increase Customer Sales.*** In advance, you will choose breakout sessions most suited to your entrepreneurial needs. We are offering two tracks for learning; one for relatively young businesses in the start up phase or less than 5 years old, and one for the more experienced business owner who is looking to take their company to the next level.

Our presenters are all experienced entrepreneurs running highly successful businesses. Then, to make sure you know how to put all of your learning into action, and assure you are keeping yourself healthy and happy in the process, Certified Wellness Coach, Ellen Goldman will wrap up with *Life/Work Balance: How to Tip the Scale in Your Favor.*

Detailed information and registration will be coming soon, but mark your calendar now. If there is only one educational event you attend this year, Morris U should be it. Looking forward to seeing you there.

Solar, Home, Pet & Children's Gifty Things



Renee S. Grasso
973-928-2907
Renee@GiftyThings.net



www.GiftyThings.net

 **DTVirtualServices**

Specializing in

- ★ Nurture Marketing
- ★ Social Media
- ★ WordPress
- ★ Desktop Publishing

Terri Black

862-397-0123
terri@dtvirtualservices.com
www.facebook.com/DTVirtualServices
www.dtvirtualservices.com

Zimmerman

Architects

40 Bloomfield Ave, Suite 2
Denville, NJ 07834
Tel: 973-625-4001
www.zimarch.com

Faith Zimmerman, AIA
Hope Zimmerman, AIA

"Building with Hope & Faith"



DEBORAH "DEBBIE" BRUEN

Sales Associate

(973) 267-8990 OFFICE
(201) 919-6105 CELL
(862) 345-1715 FAX
Debbie.Bruen@coldwellbankermoves.com



RESIDENTIAL BROKERAGE
211 South Street
Moristown, NJ 07960

Owned And Operated By NRT LLC.

We'll focus on your books, so
you can focus on your business!



FRANK'S Bookkeeping Services

PO Box 183

Succasunna, NJ 07876

PHONE: 862-251-4949 FAX: 862-251-4954

www.franksbookkeeping.com

info@franksbookkeeping.com



complete
COMPUTER
solutions
to meet ALL YOUR PC NEEDS



COMPUTER CONSULTING

Sales ■ Service ■ Support ■ Repairs

phone or fax: 973.316.9191

Rafael Miranda PC Consultant

www.lfconsulting.org

e-mail: support@lfconsulting.org

Specializing in Safety & Other Helpful Products

BE SAFE
www.besafeplus.com **Plus** LLC

- Home
- Office
- Outdoors
- Travel
- Pets
- And More

Renee S. Grasso
973-928-2907
Sales@BeSafePlus.com



www.trideltadesign.com

diane@trideltadesign.com



TriDelta Design Group

Website, Print, & Graphic Design for your
small business, club or organization

Diane Himics

973-519-1834

web sites - brochures - flyers - invitations - announcements

Mention code NMS10 and get 10% off first project

DKH
Solutions, LLC

Saving you time,
moving you forward



Debra K. Houston

908-879-7793

Business Planning
Financial Management
QuickBooks Services



www.dkhsolutions.com

debra@dkhsolutions.com

Assemblyman Jay Webber Speaks at NJAWBO Morris Luncheon



Regular Monthly Meetings

LOCATION:

The Ukrainian American Cultural Center of New Jersey
60 Jefferson Road, Whippany



Breakfast

Time: 8:00 - 9:30 a.m.
Cost: **\$15 - Members**
\$20 - Non-Members

Dates:

January 9
February 6
March 5
April 2
May - none
June 4

Luncheon

Time: Noon - 1:30 p.m.
Cost: **\$20 - Members**
\$25 - Non-Members

Dates:

January 20
February 17
March 16
April 20
May 18
June 15

For complete event information, please go to our website at:

<http://www.morrisnjawbo.org>