

the  
**BottomLine**

THE VOICE OF BUSINESS IN NEW JERSEY

Issue 2-14



Distinguishing Dignity Event—South Jersey Region



Diversity Lunch—MetroEast Region



2014 Business Growth & Procurement Conference

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# Content



NJAWBO is the oldest statewide women business owners' organization in the United States. Its primary objective is to support and encourage business ownership by women.

Since 1978, NJAWBO has helped women achieve their business visions by providing them with the tools to develop and grow their enterprises. Networking, partnering, leadership, education and political advocacy are the hallmarks of the NJAWBO experience.

As of today, NJAWBO is aiming for a thousand members, organized in six regional groupings, with members serving as officers at the regional and state levels. Together, we are a diverse, dynamic and powerful group of women business owners.

With the slowly increasing opportunities for women, ups and downs of the economy, fast-paced changes in technology and unique challenges women business owners face today, our mission to encourage women's economic independence through business ownership is more important than ever before.

#### **Designated Emails for the Bottom Line**

There are many ways to connect with the Bottom Line and be heard. Whether you want to express a view to the editor, get more information on something you read, or submit an article for print, we want to hear from you. Send your submission to [njawbo@njawbo.org](mailto:njawbo@njawbo.org). □

### **NJAWBO NEEDS YOU!**

Calling all public relations professionals, copywriters and editors. NJAWBO needs your help on our marketing committees! This is a great opportunity to support NJAWBO events and the growth of women's businesses, while increasing visibility for your own business.

Please contact [njawbo@njawbo.org](mailto:njawbo@njawbo.org) with your interest.

## 16<sup>th</sup> Annual Business & Procurement Conference and Expo Another Huge Success!

April 17, 2014 at the Pines Manor was the place to be to experience another NJAWBO success. For the 16<sup>th</sup> year, NJAWBO has presented a wonderful opportunity to combine networking, education, motivation and revenue generation under one roof!



The day began with a WOW Panel. And what a WOW. The Wisdom of Women or WOW panel featured several NJAWBO members: Kathleen Cashman, Cashman Consulting, LLC (Moderator / Panelist); Aldonna Ambler, AMBLER Growth Strategy Consultants, Inc.; Peggy McHale, Consultants2Go, LLC; Susan Michel, Glen Eagle Advisors; Anisa Balwani, RCI Technology, Inc.

After the panel the Expo was opened and the Conversation Circles began. There were many cards exchanged and strategies developed. Row after row of organizations eager to work with each other. We all know it takes just a few good conversations to alter the dynamics of your firm and this day yielded many good conversations and the start of some good conversations to come.

It was amazing to hear one statement over and over again: **Where are all of our members? Why would they not want to grab this opportunity?** Well over 200 people attended the event and participated at various degrees in the day.

To answer the question, we do not have to go far – the answers are simple:

- 1) they don't think Procurement is a viable means of revenue for their firm
- 2) they don't understand what this day is about
- 3) they had other business conflicts.

NJAWBO has been working to try and get to each member to have them fully understand what the conference is and what it can do for their businesses. Webinars, literature, conversations and articles in the bottom line and on the website. We have not been able to change the outcome so we need new strategies. If you know how we can do a better job, please let us know.

Here is what one member said about this event:

*This is my second year. Each year I take away so much from this event. This is an important event to host for members. I never thought joining this organization would be so beneficial to me. But if it weren't for NJAWBO, I would never have learned about the Goldman Sachs 10,000 Small Businesses Workshop, which now I am an alumni. I would never have had the opportunity to have participated in the Super Bowl events and apply to be a vendor.*

If you are unsure what Procurement is and can do for you and your business, then call NJAWBO. We can help you understand and we can get you involved.

If you are interested in being part of the NJAWBO 2015 Committee, call the office; we always welcome everyone. §

## NEW Members

members

### CENTRAL

Carlina Bejin-Dye  
*Transformational Coaching & Strategy Consulting*

### METROEAST

Jenny Berse  
*Law Offices of Jenny Berse, Esq., LLC*

Susan Devaney  
*The Mavins Group, LLC*

Leslie Farber  
*Law Office of Leslie A. Farber*

Cindy Grider  
*Skyline Staffing*

Rosanna Imbriano  
*RI Consulting, LLC*

Bettie Jarvis  
*Northeast Planning Corp*

Mary Linteris  
*Vital Over 50*

Madison Nash  
*The Extraordinary Strategist Group*

Annette Rion-Masaryk  
*Tranquil Transitions*

Kety Rosario  
*Kety ProSalud*

Diane Russell  
*Stanton Company Realtors*

Crishan Wright  
*Propel Media Group, LLC*

### NORTHEAST

Amy Allen  
*Cat Chic Grooming LLC*

Janet Brey  
*Janet Brey Marketing Services*

Jennifer Criso  
*Home Finance Care, LLC*

### NORTHWEST

Carmen Colicchio  
*Suntastic Honeymoons & Vacations LLC*

Melinda Cooper  
*A Welcome Visit LLC*

Dawn Jacobus  
*Anew Dawn Skincare LLC*

Stephanie Tarre  
*Stationery Stephanie LLC*

Reesa Woolf  
*Confident Speaking*

### SHORE

Donna Bramble  
*Anchor Advisors LLC*

Patricia Crilly  
*Your Rejuvenation Station*

Gail Czop-Klein  
*Serenity Scenes*

Deborah Downie  
*Two Rivers Women in Business Consortium*

Dawn Ferrentino  
*Living Healthy Naturally with Isagenix*

Kerry-Ann Franklin  
*Elegana LLC*

Cindy Gardner  
*Life Touch Coaching LLC*

Marybeth Gregg  
*The International Center for Women LLC*

Kristen Handel  
*Brown & Brown of NJ LLC*

MacKenzie Heard  
*Cabi*

Jacquinta Jeter  
*Prudential Financial*

Sharon Joag  
*East Brunswick Foot Care & Wellness Center*

Kathryn Juric  
*The Juric Group*

Betty Manetta  
*Argent Associates*

Rebecca Proske  
*Charles Schwab*

### SOUTH JERSEY

Tracy Haferbier  
*Jersey Shore Wedding Assoc*

Mariann Hornlein  
*Mystisk*

Marcel Johnson  
*Silent Liaison PR*

Virginia Morales  
*Talk Fusion—Chit Chat Pays Back*

Soraya Morgan  
*Brand Launcher*

Bianca Tancredi  
*New York Life*

Debbie Williams  
*VI Consulting LLC*

## Meet NJAWBO's 2014-15 Board of Trustees

### Executive Committee

Mary Adelman, President

Gerri Burns, 1st VP—Membership

Holly Jerome—Immediate Past President

Elsa Reinhardt—Treasurer

### Region Presidents

Carmel-Ann Mania—Northeast Region President

Laurel Bernstein—MetroEast Region President

Susana Fonticoba—Northwest Region President

Kathy Kowrach—Central Region President

Liz Milio—Shore Region President

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## Staples Reward Program for NJAWBO Members

NJAWBO is pleased to announce our new partnership with Staples and a significant cost savings to you. As a NJAWBO Member, you are entitled to exclusive "Fortune 500" pricing on all of your copying and printing needs, as well as instant savings on additional products and services, and 5% back in "Rewards" on ALL of your Staples purchases.

We are happy to be able to provide our members with this valuable savings program. All members will receive a discount card in the mail. If you have any questions or comments, please do not hesitate to call the State Office at 609-308-2530.

## Northwest Spring Fling

# Regions

Coming out of a tough winter and navigating busy schedules, the members of Northwest NJAWBO decided we really needed some down time – STAT!

The team of Margaret Sanchez and Maria Palumbo from Kearny Federal Savings stepped up to mastermind an evening of fun. On the evening of May 14<sup>th</sup>, members from NJAWBO Northwest, Northeast and Metro East converged on the Stone Tavern on Route 46 for food, wine, games and much laughter.

Did you ever imagine a group of women business owners would be cut-throat-competitive over a simple game of Bingo? Margaret led everyone in a rousing game of, “Why is your bag so heavy?” by having us make a list of objects women carry around with them in their bag. Would anyone have believed how many useful and whacky objects a woman would carry in her tote?

There were lovely prizes donated for the winners of the games, and much laughter throughout the tables. We also took the time to honor our two Teal Heart Winners for Northwest Region – Janet Logan and Erin Wenzler. Both Janet and Erin jumped into help the region almost the minute they joined, and we are very grateful for all that they’ve done in the areas of Membership and Marketing, respectively.

Of course many thanks go to the unbeatable party planning team of Margaret and Maria, who kept the hilarity and energy level up all evening. They have promised to reprise the event next Spring.

### NJAWBO'S Mission

*NJAWBO is dedicated to the success of New Jersey women business owners. We help them grow by providing the best learning and collaborative environment through all stages of business development.*

Our Mission is:

**To address the challenges unique to women business owners.**

**To provide the tools necessary for business success: *Through programs and resources that accelerate growth and profitability of seasoned women-owned businesses. Support aspiring women entrepreneurs.***

**To serve as their voice to the Legislature.**

**To encourage leadership in the business community.**

## Distributing Dignity Event—South Jersey Region



Do you remember the last meeting or interview you had that was important to you and your business? Maybe you were trying to gain a new client or a new employee? Maybe you were trying to gain a new employer?

Do you remember what you did? Did you go out and purchase a new suit? A new pair of shoes? A handbag? Better, a new undergarment? Nothing like you being the only one to know you have it on! What an added boost of confidence to help you shine! We all do something that will give us an increased level of energy or confidence when faced with a situation important to our success.

Now imagine you cannot afford a new suit, new shoes, new handbag or even a new bra. What would you do?

**NJAWBO South Jersey** & a Non-Profit Organization **Distributing Dignity** came together to share a common goal. On March 15, over 50 businesswomen gathered at Laurel Creek Country Club in Mt. Laurel to share some laughs, fun and some insights and ahahs! The “Cups for a Cause” **concept is simple**: Each women attending was ask to bring a NEW Bra, Sanitary Pads or Tampons. In exchange, they received a light dinner, the opportunity to win some beautiful auction baskets and powerful words of inspiration from the evenings keynote speaker: Nikki Johnson-Huston, Esq. “From Homeless to Lawyer”. Her uplifting story of overcoming obstacles and creating her own success was just what was needed. They also walked away with a better appreciation for NJAWBO.

**The donation results:** 32 NEW Bras; 292 Pads (9 pkgs); 238 Tampons (13 pkgs); 245 Pantliners (5 pkgs). This is enough to provide 32 women with NEW bras and 17 women with a month’s supply of feminine products! That is an effort to truly be proud of.

### About the Event:

The event was opened by NJAWBO South Jersey President, Kim Davis (Events Unlimited) with a welcoming speech, followed by Justine Zeroski (Zeroski BRAND Building) who gave some insights and introduced the co-founders of Distributing Dignity-Lifting Up Women in Need, Joanie Balderson & Rebecca McIntire [www.DistributingDignity.org](http://www.DistributingDignity.org). Joanie addressed the group sharing how the organization was created and what their mission is. Simple yet powerful! She encouraged all women to host a “Cups for A Cause” event to experience what it is like to help. If you are interested you can contact Joanie or Rebecca through the website or contact Justine Zeroski for more information. Justine is a board member of NJAWBO South Jersey.

Attendees proceeded to enjoy a light dinner as they listened to our guest speaker Nikki Johnson-Huston, Esq. Nikki’s story took us through her life and how she was impacted by choices those in her life made and then how she chose to create a different outcome. It was an amazing journey and will continue to be a catalyst for her as she chooses to be more successful. She is passionate about supporting others and Distributing Dignity is a perfect fit.

*Continued on page 10*

## NJAWBO Diversity



**Kathleen B. Cashman**  
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### 1. How you got started in your business?

Cashman Consulting Corporation was started in 1975 by my father. I joined him in the business in 1988 and in 1999 I took over the business from him and changed the organization from a Corporation into an LLC. In the 10 years we worked together, I had to learn how to be a business owner. As we know not all parts of a business owner role is appealing. I became really good at attracting business yet, I love the execution. I created a vision which I am still striving to attain. Along the way I had to be flexible in my approach and tailor my strategies to fit the ever changing dynamics of my life. Two children later, we are still on track.

### 2. Where do you get your inspiration?

My purpose is to teach. I strive to make sure everything I do has an element of teaching or learning. I also like variety. At Cashman Consulting, we have clients who use us to develop training programs or update their existing programs. We have clients who use us to deliver their programs or deliver ours. We have clients who utilize us for Coaching their executives and Senior Management. We have clients who utilize our skills to launch initiatives – like Women's Initiatives or Core Values. Some of our clients utilize us for Culture change – like becoming a Customer Centric business which involves everything from strategy to structure to training and coaching. We also have clients who utilize us for Mentoring. And a few of our Association clients utilize us as Keynote Speakers – they know we can motivate, inspire and deliver content that will make their meeting memorable.

### 3. Do you have a mentor(s) that you work with?

I have mentors in all parts of my life. I believe in that concept. My mentors include my Dad. He has great business wisdom still left to give to me. I also have a business Coach and I have a trusted group of advisors to my business. All three plus my colleagues and friends that I constantly bounce things off help me stay grounded and on track.

### 4. What is the key attribute you believe it takes to be an entrepreneur?

Today, I believe the key attribute is to remember why you started your own business or went into business for yourself. It was not to be a crazy person. It was for many because you wanted to contribute on your terms. It is easy to become a slave to the demands of the business. Make sure "on your terms" has a process.

### 5. How do you manage your long-term strategy?

First, make sure you spend time thinking about strategy. My small business clients often times confuse operational planning with strategy. Short and long term. It is important to have both and it is important to visit both at least 3 – 4 times a year. It is like putting together a puzzle – you need the box with the picture on it to fit the piece in your hand in the proper section.

### 6. What are your top two lessons learned in your business that could help someone else?

I learned the hard way my personal needs and wants matter. For so long I was putting everything and everyone before me. This made for stress for me. That stress caused a change in so many things and finally impacted my health. I am still trying to work my way out of the areas of byproduct. I have gotten a whole new perspective on things. The second lesson is to really listen to others. I used to think being a consultant meant that I needed to have all the answers before I began any assignment. Now I know how to lead to get the best information. I have a great thinking process and I know with great input I can help others be more successful which makes my business successful.

### 7. What they would tell another women business owner today?

Part of my business is focused on Women – who work for others and who choose to be in business for themselves. I tell them all the time: Be on Purpose: Think about what you do and how you do it and be purposeful. That goes for behavior as well. We all want to be memorable . . . for the right reasons. Work on your business as well as in your business. Do not be afraid to take a retreat – get away from your normal surroundings to think about you and your business. It will be refreshing! Remember to Live – don't work to Live – I know some days it might seem like you are trying to just pay the bills – that is when it is very important to gain perspective – get away and strategize. Your business should support your life. When you no longer get pleasure from it – ask yourself why? What can you do differently? What can you change? It might be time to rebrand yourself! I would always tell another women business owner I am here to support her. What ever I can do, I will.





**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- and women-owned business partners can help us provide more options, better solutions and, in the long run, superior products and services. With our partners, we look to create win-win business opportunities as we continue to maintain an edge in an increasingly competitive marketplace. And, together, we continue to make things work for our customers, shareholders and employees, alike. For more information about becoming a member of PSEG's supplier network, log on to [www.pseg.com/supplierdiversity](http://www.pseg.com/supplierdiversity) or call the office of Supplier Diversity at 973-430-7285.



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Kathleen Cashman (Cashman Consulting LLC and board member) then brought the two messages back to the NJAWBO platform: **Women supporting Women – what we do best.** Kathleen shared the NJAWBO mission and value. Those attending that were not members committed to join. Then the night concluded with a small basket auction filled with fabulous donations from members and soon to be members and ample time for networking

**Here is what some had to say about the evening:**

*“I was so impressed by the whole event” “I can’t wait for the next meeting!”*

*“I have been waiting for this event. I am so glad I came.”*

*“I never knew what NJAWBO was, you are like the best kept secret”*

*One prospective member, who is the owner / operator of a prestigious Organization said,  
“I have to join this organization!”*

In this one evening NJAWBO South Jersey fulfilled the NJAWBO mission by offering Education, Valuable Support and Networking to Women who run successful businesses, who are thinking of running a business and who are struggling as they are running the business for both professional and personal reasons, and who recognize they cannot do it alone. Women Supporting Women – it is what works!

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## State of NJ—eProcurement Solution

### Background

- The State of NJ is in the midst of implementing a new eProcurement system, called NJSTART.
- The system is the industry-leading BuySpeed eProcurement system, used by State and local governments across the country.
- The new system will encompass the full suite of BuySpeed modules: vendor registration/compliance, requisitioning, contract/catalog management, solicitation management, contract ordering, purchase orders, receiving/invoicing, inventory, business intelligence.
- NJSTART will be web-based and accessible to all State suppliers, agencies, and local governments.

### NJSTART Benefits

#### **Increases Value**

- Level playing field for small, local, and minority businesses
- Offer a one-stop-shop for vendor management—vendors own online profile, forms submission, etc. (online forms repository to be used by all agencies)
- Utilize strategic sourcing by soliciting, evaluating, and awarding bids within NJSTART
- Created savings through innovative solicitations like reverse auctions

For more information, go to [www.njstart.gov](http://www.njstart.gov).

## NJAWBO Diversity



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 www.rci-technologies.com

### 1. How you got started in your business?

My passion was always to be an entrepreneur and it became a stronger vision when I was going to raise a family. I wanted to provide a better life for my children and be able to spend more time with them. I started my business in my home office with a desk, computer, printer, telephone, and fax machine. My business, Raj Consultants, Inc., began as a staffing company, specializing in information technology professional services to major corporations. My husband, Raj was an independent contractor specialized in computer science. A staffing agency helped him to get various projects at major corporations. I believed that I could provide the same service and my dream to start my own business will come true. I did not have vision to grow a large business but it was very important for me to have a flexible work schedule and that is why I started my business at home. Today, my business is known as RCI Technologies, Inc., and it is a very successful business. I own the office building in Iselin, New Jersey and have branch offices in Maryland and Texas. RCI Technologies has been in business for over 28 years and has built a strong reputation in the industry.

### 2. Where do you get your inspiration?

My parents were entrepreneurs, but my inspiration truly came from my mother, who became a widow at the young age of 38 and took over the operations of our family owned restaurant. She raised five children by herself. She believed in hard work and in providing a good life for her children. She spoke very little English, but was a great entrepreneur.

### 3. Do you have a mentor(s) that you work with?

I have built a community of women business owners who are now my mentors, both personally and professionally. I am a member of the Women Presidents Organization (WPO) and consider my chapter to be my unofficial "Board of Advisors". I am also very fortunate to consider my children, who are truly becoming young entrepreneurs, as my mentors. I am always inspired by their passion to work with small businesses and the readiness with which they provide me with great advice.

### 4. What is the key attribute you believe it takes to be an entrepreneur?

There are several attributes, but the key attribute I believe is **perseverance**. As entrepreneurs, we should also practice hard work, discipline, and focus.

### 5. How do you manage your long-term strategy?

I manage my long-term strategy by understanding my company's strengths and weaknesses, while also analyzing the direction the industry is headed. Then, I plan with my management team to ensure that our strategy aligns with these factors and is in place to optimize our growth.

### 6. What are your top two lessons learned in your business that could help someone else?

When I started my business, I thought I could do it all. I quickly realized that I was spreading myself too thin and not focusing on the core value of my business. Over the years, I was able to identify the right opportunities and stand up for the core competencies of my business. Then it became much easier to identify poorly matched opportunities. In a service business, this is the key. Second, as the business leader, you must work **on** the business, not **in** the business. Entrepreneurs need a great team behind them to be successful. Today, I am so grateful to have a great management team by my side.



# SANOFI

## A DIVERSIFIED GLOBAL HEALTHCARE LEADER, FOCUSED ON PATIENTS' NEEDS

Our strategy is based on three key principles: increasing innovation in R&D, seizing external growth opportunities and adapting the company's model to future challenges and opportunities.

Sanofi has core strengths in healthcare, with 6 growth platforms: emerging markets, vaccines, consumer healthcare, diabetes treatments, innovative products and animal health. Through the acquisition of Genzyme, Sanofi has reinforced its footprint in biotechnology and rare diseases. With approximately 110,000 employees in 100 countries, Sanofi and its partners act to protect health, enhance life and respond to the potential healthcare needs of the 7 billion people around the world.

Sanofi is proud to support small and diverse businesses. Those suppliers interested in doing business with Sanofi are encouraged to register at <http://supplierregistration.sanofi.us>.

For more information:

[www.sanofi.com](http://www.sanofi.com) - [www.sanofi.us](http://www.sanofi.us) - [www.facebook.com/sanofiUS](https://www.facebook.com/sanofiUS) - [http://twitter.com/sanofiUS](https://twitter.com/sanofiUS)

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## NJAWBO Diversity



**Willa A. Edgerton-Chisler, PCC, BCC**  
Symphony Coaching, LLC.  
www.symphonystrategies.com  
orchestrate@symphonystrategies.com  
973-493-2400

### 1. How you got started in your business?

My entrepreneur journey began with a phone call from a friend and colleague. At the end of our conversation, he asked me, "Willa, why aren't you a Coach?" I naively replied, "What is a Coach?". Subsequently, I did my research and discovered that 'someone' had put a name on what I had unconsciously been doing for years. Fast forward, now celebrating 10 years, the business has evolved, and I am certain that I am where I need to be at this season in my life.

### 2. Where do you get your inspiration?

My inspiration comes from three primary sources. At the center, it has come from knowing that GOD has a purpose for me and HE is directing my steps. Next would be my parents, who demonstrated what being of service to others is all about. Lastly, my clients. They are amazing and I feel honored to be a part of their journey. To experience with them their shift as they orchestrate conscious choices and changes in their lives is humbling, inspiring, and a blessing.

### 3. Do you have a mentor(s) that you work with?

Throughout my corporate career and now has an entrepreneur I have had long-standing mentor relationships. They are an invaluable and confidential sounding board. These diverse trusted advisors have helped me see 'the big picture', shortened some learning curves, and shared their knowledge and wisdom so I could avoid the "potholes".

### 4. What is the key attribute you believe it takes to be an entrepreneur?

There are many. However, one attribute that I believe drives entrepreneurial success is USP (unique selling position). Knowing, defining, and communicating your USP is paramount. The global competitive landscape dictates that you need to be able to answer the most important question in business, "Why will people choose to do business with you, or purchase your product and or services instead of doing business with a competitor?"

### 5. How do you manage your long-term strategy?

My coaching/consulting business has no end – just mile markers on the entrepreneurial journey. Along with an ongoing assessment of accomplishments and challenges, at the end of the year, I look at what worked, what didn't, what can I do better, differently and where am I on my 3yr, 5yr plan/goals.

### 6. What are your top two lessons learned in your business that could help someone else?

1st Ask – Ask for what you need. As the saying goes, 'those that don't ask don't get'. Ask for help. Focus on your strengths and outsource the rest. 2nd Celebrate - Don't spread yourself too thin. Take time off to regroup and celebrate those milestones.

### 7. What they would tell another women business owner today?

Be a constant learner and active listener. Don't be stagnant. Invest the time and money necessary to learn critical business strategies that can provide a competitive advantage. Learning resources can be business associations, diverse networks, industry publications, workshops, conferences, and a never-ending list of books and magazines from subject matter experts. Leverage those learnings to take calculated risks and execute. Lastly, the road to being successful is paved with diversity. Build a diverse network of professional connections that don't look like, sound like, or speak like you, nor have your background, age, education. The only thing they should have in common with you and the other people within your network is that they should be really good at what they do. Diversity is something we all have in common.

## Upcoming Events

**May 27-August 31, 2014: NJAWBO Shore Region Cookbook Fundraiser**

**August 22, 2014: NJAWBO's Annual Day at the Races, Monmouth Racetrack**

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## Volunteers Needed

Our organization is only as strong as our volunteer members. Below is a list of open positions available on NJAWBO's Executive Committee and Board of Trustees that we would like to fill.

Executive Committee: 2nd Vice President—Diversity; Secretary

Board of Trustees: Central Region President

If you are interested in any of these positions, please contact the State office at 609-308-2530 for details.

2014-15 NJAWBO  
partners

**2014-2015**  
Corporate Partners

**TEAL PARTNERS**

**PSEG**—*Partner of the Year 2000*  
**Sanofi**—*Partner of the Year 2010*

**PLATINUM PARTNERS**

**Morgan Stanley**  
**Pepeco Holdings**

**IN-KIND PARTNER**

**Affinity Federal Credit Union**

**MEDIA PARTNERS**

**Garden State Woman Magazine**  
**NJBIZ**  
**Women Centric**  
**The County Woman - Atlantic, Monmouth, Ocean**  
**Tommy G Show**  
**The Monmouth Business Times**  
**Star-Ledger**  
**Union County Women's Journal**

**FRIEND OF NJAWBO**

**Elsa Reinhardt Enterprises**

## State Executive Committee & Board of Trustees 2014-2015

### PRESIDENT

Mary Adelman..... 973-713-8786  
madelman@growthwithgreenstar.com

### 1st VICE PRESIDENT

Gerri Burns..... 908-590-2514  
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### 2nd VICE PRESIDENT

TBD

### IMMEDIATE PAST PRESIDENT

Holly Jerome.....609-297-8003  
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### SECRETARY

TBD

### TREASURER

Elsa Reinhardt..... 201-807-1157  
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### PROCUREMENT CHAIR

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### Newsletter Editor/Advertising

Contact njawbo@njawbo.org or 609-308-2530

### REGION PRESIDENTS

#### Northeast: *Bergen and Passaic counties*

Carmel-Ann Mania.....201-525-0707  
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#### MetroEast: *Hudson, Essex, and Union counties*

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

#### Northwest: *Morris, Sussex and Warren counties*

Susana Fonticoba.....973-585-6393  
susana@rightclickadvantage.com

#### Central: *Hunterdon, Mercer, Somerset counties*

Kathy Kowrach.....609-631-4397  
kathy@simplerlifeconciierge.com

#### Shore: *Monmouth, Ocean and Middlesex counties*

Liz Milio..... 732-683-0092  
emilio@innovativenj.com

#### South Jersey: *Camden, Gloucester, Burlington, Atlantic, Cape May, Cumberland and Salem counties*

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### NJAWBO STATE OFFICE STAFF: 609-308-2530

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**Administrative/Membership:** Maureen Stevens / mstevens@njawbo.org