

Women Mentors

making an impact in your business community

What An Exciting Year . . .



Teri Sciamarelli
President, NAWBO-CJ

We have already started off great with our “NAWBO in the Neighborhood” week. We set up NAWBO groups in different areas of Monmouth, Somerset and Ocean Counties to bring NAWBO to you. Look for more of these local meetings in your area to be done on a quarterly basis. Next it was on to our “Breakfast at the Beach” meeting that took place August 17th at the Dauphin Grill in the Berkeley Carteret Hotel in Asbury Park with Dr. James Proodian as our keynote speaker talking. His topic Feel Better, Function Better, Live Longer was a huge success! The women who attended the event said he was the best speaker they had ever seen and the information he provided was amazing!

Then I’m off to San Diego on August 30 for the National Association of Women Business Owners annual convention along with a few other members from the Chapter; I can’t wait to tell you about this event, so stay tuned.

September 20th is our next dinner meeting where we will hear from Internet Marketing Specialist, Laura DeMeo. Her topic “How to Jump Start your Social Media Success” I’m sure we’ll be able to take something away from this one that we can use immediately in our businesses!

Our dinner meetings are now more convenient and affordable than ever to attend. They will be at the Hilton Garden Inn Edison/Raritan Center at 50 Raritan Center Parkway in Edison, NJ beginning at 6pm; it’s easy to get to and in the middle for our members from the North and the South, the cost for members is \$29 for dinner. Another benefit for our members is to showcase their business and themselves by being a meeting sponsor. Meeting sponsorship is only \$75 and allows a member a 10 minute presentation and to be featured on the chapter’s website as a sponsor for that particular dinner meeting. You’ll want to take advantage of this one right away. The cost to sponsor a meeting for a non-member is \$150. To sponsor a meeting please call 732-703-6616.

Scott Adam said “You don’t have to be a person of influence to be influential”. In fact the most influential people in my life are probably not even aware of the things they’ve taught me.” That is a perfect quote for the women in our organization; we are influential everyday without even realizing it. And one of my goals for the NAWBO-Central Jersey chapter this year is getting involved with organizations in our communities such as the Girl Scouts, these young women, our future business leaders, will be able to look at what we do running businesses, running our family lives, volunteering, etc and see how powerful and amazing women are and can be. If you’d like to get more information about us send an email to: nawbocj@nawbocentraljersey.org or to join go to: www.nawbocentraljersey.org. I would love to hear from you!

Wow... What a great opportunity to be a member of an organization that not only helps you to grow your business but to influence others around you and our future business leaders. I hope you can make it to one our meetings to learn more about NAWBO and becoming a member, to register for our next meeting go to: www.nawbocentraljersey.org.

I look forward to seeing you!

NAWBO-CJ PROGRAMMING EVENTS

September 20 Dinner Meeting - “How to Jump Start Your Social Media Success”. Now more than ever we have unprecedented opportunities and resources available to us to make online marketing and social media platforms sky rocket our business. In this session attendees will learn how to develop and implement creative social media marketing campaigns that can grow sales, profits, and market share. Speaker: Laura DeMeo, internet marketing specialist.

October 13 Dinner Meeting - “The Language of Power”. How to use language to present your strengths and discover ways to engage business prospects to achieve desired results. An interactive presentation in which attendees have the opportunity to practice Robyn’s strategies. Speaker: Robyn Stratton-Berkessel—a designer and facilitator who specializes in ways to engage people in creating their own desirable futures.

November 12 Regional Meeting - with NAWBO New York City, Long Island, South Jersey, and Philadelphia— Networking Meeting with Speaker followed by guided tour of a museum exhibit.

December 6 Holiday Lunch Boutique

January 19 Dinner Meeting - “Building a Million Dollar Business – Tips from the Pros” Panel of Past NAWBO Presidents give tips on how they built their successful businesses and the role of NAWBO.

February 15 Dinner Meeting - Websites as information tools, developing trust through social media, balancing cooperation / competition through info sharing, the role of gender in info sharing and knowledge creation. Speaker: Claire McInerney, Director of the Knowledge Institute at Rutgers University.

March 20 New Membership Event

April 19 S.E.E.D. - Supporting Emerging Entrepreneurs’ Development – Business Plan Competition

May 10 Dinner Meeting - “Developing Your Brand as a Woman in Leadership”. Sheila Brooks is an Emmy-award winning journalist, entrepreneur, and dedicated advocate for minority and women’s issues and small businesses. Ms. Brooks is founder, president and CEO of SRB Communications, LLC, a full-service multimedia communications agency and post-production facility in Washington, DC. Celebrating 21 years in business, the agency specializes in social marketing, multicultural advertising and broadcast production.

June 14 Installation Dinner

All Dinner Meetings Begin At 6pm at the Hilton Garden Inn

Hilton Garden Inn, Raritan Center ■ 50 Raritan Center Parkway, Edison



To RSVP for meetings
and for general information
visit: www.nawbocentraljersey.org