

# Connections

*Staying connected to what helps us grow!*

**February, 2007 Vol.1, Issue 8**

## Feng Shui and Your Office Environment



Is a cluttered work environment making you inefficient? Is this eating into your profitability because you can't keep track of your customers, orders, important information?

Dr. Jeannette Schwartz,  
Naturopathic Physician and

Fuzion Feng Shui master provided us with some excellent advice on how to improve our workplaces. This included understanding numbers. For example, the #9 is the number of completion. We need to be more aware of visual clues such as clutter. Clutter destroys our ability to think things through and makes us and our clients uncomfortable. Making use of sensory seduction in the form of chimes, color, focus points, shapes, and symbolism is also important.

Did you know that office colors can have a tremendous effect on clients? Red draws people in, yellow brightens the mood, orange is terrific in meeting rooms because it reduces ego and encourages the good of the whole, green refreshes and renews, blue is the color of responsibility, purple/violet is the color of mysticism, brown makes you secure, and good old black and white helps reduce clutter.

Aromatherapy with essential oils is also important and Jeannette suggests scenting your office with peppermint, lemon, or grapefruit or some exotic combination that lifts your spirits and creates an inviting environment for your clients.

## **ID your IP**

The Middlesex-Somerset Marketing Club meeting on January 16 was excellent. The presenter, Kristen A. Perry, Esquire, talked about Identifying Your Intellectual Property. I'm sure all of you have some form of intellectual property or product. In a well developed overview, Kristen talked about trademarks, service marks and copyright registration, protecting trade secrets and proprietary information, non-disclosure agreements and restrictive covenants. It was an

exceptionally informative hour and a half and well worth hearing her.

Remember, as a member of NJAWBO, you can attend meetings at any of our other chapters within the State. You get member pricing and an opportunity for more networking.

## **Network State Wide at the Central Region Meeting in March!**

Talking about networking, on March 12, the NJAWBO Central Region will be hosting "Stand Up! Speak Out! Shatter the Barriers" at The Grain House Restaurant at the Olde Mill Inn, 225 Route 202 (I287, Exit 30B), Basking Ridge, NJ. If you register by March 7 the dinner price is \$45; after that date the price will go up to \$55. They're still looking for sponsorships. For \$100 your business can be listed in the program book, on a sign prominently displayed, and your marketing materials placed on a resource table. You can also donate to the silent auction. Two items from each chapter is all that is needed, at a minimum dollar amount of \$75. If you're interested in donating a basket please call Allison Scharf at 609-924-9331. This meeting is in lieu of our regular monthly meeting.

## **Upcoming Book Club Meeting – Wednesday, February 21**

This month's book club meeting will be featuring the book "Small Business Survival Guide" by Cliff Ennico. The meeting cost is \$5 for all the coffee you can drink. Meetings are held at Borders Books and Music. This month the meeting will start at 9:00AM. To purchase our featured book, contact Karen Gilbert, 908-788-5589, Option 6 to get the 20% discount. If interested, drop me an e-mail or give me a call at 908-782-0663. I like to know who's coming.

## **Member Kudos**

Our members have been very busy helping support some very exiting NJAWBO activities. Thank you to Joan Caggiano for her work on the Procurement Committee for the NJAWBO Procurement Fair held February 8 and to Denise Hayes for donating the printing for the Central Region Event flyers. Your contributions are appreciated and demonstrate the commitment of NJAWBO Hunterdon Chapter to our organization.



## **SAVE these Dates...**

**Region Meetings:** March 12 – NJAWBO Central Region Dinner;

**Chapter Meetings:** April 9 – Customer Loyalty – You Got Them, But What Does It Take To Keep Them?; May 14 – Selling Skills; June 11 – Leveraging the Internet