

### Connections

*Staying connected to what helps us grow!*  
July, 2006 Vol.1, Issue 2

#### Introducing Your New Board of Directors



If you missed the June 10 meeting, you also missed the opportunity to meet your new 2006 -2007 Board of Directors. They are: President - Marya Grier, Performance Connect; Immediate Past President – Kathy Klicko, Windswept Interiors; VP Administration –

Tracy Ivie, Words and Ideas; VP Finance – Ulka Rodgers, Weichert Realty; VP Marketing – Richard Gerstner, Richard Gerstner Web Design; VP Membership - Karen Monroy, Crystal Mortgage; and VP Programming – Sue Fox, Foxy Finishes, LLC. Our Hospitality Chair is Denise Brown-Kahney, Career and Life Planning Center.

#### “Beyond Balance” Talk Hits the Mark For the Struggling Superwoman

Is your life just one big juggling act? NJAWBO HC member Doreen Amatelli, Way To Goal, challenged all of us to get our lives in balance with her presentation last month. Using graphics and interactive Q & A's to focus our issues, she helped us explore what we feel, think, and say when we are “Out of Balance” or “In-Flow,” giving us a better understanding of what keeps our lives in or out of balance, and why.

With humor and grace, she pointed out that one of the reasons we may not be in balance is that our business or career is not aligned with our personal purpose or mission in life. To rectify this, one strategy we can take is to develop a personal mission statement to uncover our true purpose in life. Once we have a personal mission statement in place, coupled with our knowledge of what we feel, think, and say when we are in or out of balance, we can start getting our lives back in balance. Achieving balance is much easier when we are able to determine what we should START doing, CONTINUE doing, DO MORE OR LESS OF and STOP doing.

Read more about developing a personal mission statement in the article by Doreen: “Guide your Life and Career: 8 Key Ingredients of an Effective Personal Mission Statement”. Click [AMATELLI PAPER - JULY ISSUE - 8ingredients.pdf](#) or go to [www.mainstreetflemington.com/njawbo/featuredarticle.htm](http://www.mainstreetflemington.com/njawbo/featuredarticle.htm).

#### Publicize Your News and Your Business – in NJAWBO’s Directory

NJAWBO Bottom Line Newsletter wants to hear your good news and share it with your fellow members across the state! Submit company announcements via e-mail to [news@njawbo.org](mailto:news@njawbo.org). Requirements are: text of 75 words or less pasted into the body of the e-mail (no attachments), plus your full name and phone number.

Advertising Opportunities in the directory are also available. Publicize your business to more than 1,000 people. A quarter-page ad is only \$145/year and you get four directory printings – one each quarter. You can’t go wrong with that.

#### Summer Slowdown Offers Time to Revitalize Your Business

If you view summer slowdown as a great time to coast along in your business, think again. This is actually the best time to work on neglected areas of your business and prepare for the next busy season. Here are some quick tips to get you started: Meet with your accountant and refine your tax strategy; review your inventory; catch up with clients before contracts expire; study your customers/clients to see who’s making you the most profit. The result: Less stress and a reinvigorated business.



**Important Notice: Speed Networking, July 10, 8 a.m. Hampton Inn, Flemington – the ultimate way to jumpstart your summer business. To see flyer, click [Microsoft Word - FLYER - JULY - Reminder to Register.pdf](#).**

*Seats are limited. To register, call Sue Fox at 908-788-8925 or e-mail her at [foxkitz@patmedia.net](mailto:foxkitz@patmedia.net).*



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

**Chapter Meetings:** August 14, September 11, October 10 (a Tuesday), November 13.

**State Events:** The NJAWBO Annual Manhattan Harbor Cruise is scheduled for August 8. For more information and registration go to [www.whoscoming.com/cruise2006](http://www.whoscoming.com/cruise2006).