

### Connections

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



Welcome!

If "Money, Power and Position" are your business goals, then you have joined the right organization.

To help keep you aware of what's going on at the NJAWBO State level and in the Hunterdon County Chapter, we have created Connections. Our goal is to share

pertinent information and updates to keep you engaged, motivated and growing in your business and as a NJAWBO member.

### NJAWBO 2006 Annual Conference Captures the "Essence of Success"

This year's conference, held May 24<sup>th</sup> and 25<sup>th</sup> at Caesars in Atlantic City, focused on capturing the essence of success that defines women business owners. The goal of the conference was to help members identify their personal images of success and give them the tools to create it.

Topics included: Managing your finances, establishing customer loyalty programs, sales and marketing techniques, and thinking strategically.

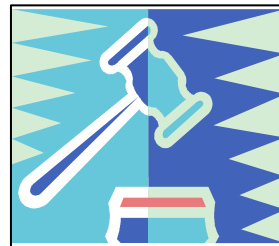
### NJAWBO Women's Business Center

If you haven't checked out the WBC at [www.njawbo.org](http://www.njawbo.org) you're missing a great opportunity to improve your skills, expand your contacts and grow your business. The Center offers courses in a variety of areas as well as Rutgers/WBC Online Courses for career advancement. **PLUS**, NJAWBO members get a 25% discount (some exceptions apply).

### Tips for Entrepreneurial Success by Lillian Vernon

1. Be passionate about your work.
2. Commit to long-term goals and tackle problems head-on.
3. Study your business prospects.
4. Until you acquire experience, keep your business framework relatively simple.
5. Carefully study your competition.
6. Learn how to read balance sheets and income statements.
7. Adopt a conservative spending rule.
8. Understand the art of management.
9. If your business grows, don't stop and rest on your laurels. Be prepared to invest more time and money and hire more people.
10. Set your goals and priorities by preparing a long-range business plan.

### NJAWBO Public Policy Day Scheduled for June 13



The "Power of Advocacy" is the theme and it will be held on June 13, at the State House Annex, Committee Room 1, in Trenton. Breakfast and registration begin at

9:00 am followed by welcoming remarks from NJAWBO President Robin Berg Tabakin, Esq. and NJAWBO VP of Public Policy Lori Anne Oliwa. To register, download the registration form on the home page [www.njawbo.org](http://www.njawbo.org)

**"In business and in life, the best solution isn't necessarily the most expensive one, but it's almost always the most creative one."**

- Kenneth Cole



### SAVE these Dates...

Chapter Meetings: June 12, July 10, August 14, September 11, October 10 (a Tuesday), and November 13.  
Book Club - July 26.  
We'll also be hosting a new and prospective member Open House in September.