

VISTA

A publication of the Sussex-Warren Chapter

Letter from the President



Networking has helped me to make new friends, gain new insights, solve problems, and yes...get new business. Networking is an important facet of a business as it helps to create awareness about your business. Networking helps people to get to know you, feel good about you, and decide to do business with you. People like to help people.

Have your networking efforts worked for your business? Could you use some ideas? The Sussex Warren Chapter of NJAWBO will hold its November 15th meeting at the Inn at Millrace Pond in Hope, NJ. Our topic is *Transformational Networking: Mastering the Art of Networking*.

Come network with us while we learn how to transform our networking to enhance our current efforts. You will learn what to present at networking meetings to increase your leads and ultimately your client base. This presentation will take you to new heights in networking. With a focus on action we will explore more effective networking and practice at the meeting.

Please join us and learn new strategies to grow your business through networking.

I look forward to seeing you at the meeting.

Best Regards,

Anne

Anne Blaine, Sussex-Warren Chapter President
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Mark your calendars for the upcoming NJAWBO events and find out what hot topics are on the agenda.

UpShot

Turning Ideas into Initiatives: How to Get Support for Your Proposals

Sussex-Warren Chapter Members and guests explored the topic, "Power, Politics, and Persuasion" at the October 6 Monthly Breakfast meeting held at the Andover Diner on Route 206 in Andover.

The discussion, facilitated by Sussex-Warren Chapter VP of Programming Margaret Salmon of Walnut Valley Consulting, focused on topics such as the difference between personal power that you earn and authority bestowed upon you; self-imposed barriers that prevent employees from taking initiative; manager-employee relationships; and how to influence people that you have no authority over.

Attendees shared effective techniques on how to sell ideas regardless of your position or level of power. These included:

- Make innovative ideas practical
- Find a common goal
- Negotiate to create a win-win situation
- Involve all affected parties in the decision-making process
- Avoid snap decisions
- Respect the knowledge of all involved: employees, co-workers, and supervisors.

Save the Date

Join the Sussex-Warren Chapter on December 1, 2010, 7:45 a.m., at the Andover Diner for another informative and fruitful discussion on issues that affect your business.

S-W Originals

Digging In: Owner Builds on Basics to Run Excavating Company

In this era of SEO optimization, when it sometimes seems that careers are decided by technology instead of talent, Lisa Dunn is an excellent example of how someone with a great business sense, fundamental skills and the determination to succeed can make any industry her own.

Dunn and her husband, Bill, are the owners of DirtWorx Excavating, LLC, a Branchville, New Jersey-based company established in 2004, that specializes in all aspects of excavation including grading and drainage, septic system installation, site development, road maintenance, driveways, retaining walls and foundations.

When Dunn decided to trade the corporate life for that of a small business owner, her background in marketing, sales, quality assurance and training in the software development industry was a perfect complement to her husband's 20 plus years of experience in a family-owned excavating business.

"I get the work, and he does it," says Dunn.

Starting out with a list of already satisfied potential clients from Bill's previous industry contacts, Dunn did some advertising. But once the work started coming in, word-of-mouth became their principal marketing strategy.

"We get repeat customers all the time," Dunn says.

"People are satisfied and know we can do other types of work for them."

In addition to providing high quality excavating services, Dunn also spends time with her customers to build trust and help them understand the intricacies of the project.

"By the time we go from phone call to job completion, we not only have customers, we have friends," she comments.

Dunn cites her affiliation with NJAWBO for simplifying the red tape associated with procuring certifications and tending to the needs of a fast-growing business. She credits fellow member Mary Adelman, NJAWBO State VP of Public Policy, with introducing her to the group, which broadened her network of resources.

"I didn't know some of these services existed," Dunn says. "Now, if I don't understand something, I pick up the phone."

At DirtWorx, Dunn manages all of the financials, creates and hand-delivers estimates, schedules jobs, goes on-site when necessary and follows up with customers. In addition, she continues to seek personal and professional development opportunities. Dunn regularly attends trade shows, industry seminars and networking events. She also is a certified paralegal and has credits toward a business degree.



Being a woman in a predominantly male business does not intimidate Dunn. Her business acumen, interpersonal skills and willingness to learn (she can install a septic system with the best of them) have enabled her to integrate seamlessly into the industry.

I love dealing with people," she says. "And I love what I have learned."

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Member News

Massage Therapist Opens Second Location

Linda Baily, Certified Massage Therapist and owner of Metro Massage Services LLC in Washington, New Jersey has announced the opening of a second location at Enlightened Exercise, a personal training facility in Clinton.



Baily is certified in Swedish massage for general relaxation, myofascial release for increased mobility, and neuromuscular therapy for pain management that focuses on trigger points, otherwise known as “knots” or muscle spasms. She also provides sports massage including muscle strengthening and stretching.

A graduate (at the top of her class) of the Cortiva-Somerset School of Massage Therapy, Baily opened her home-based business, Metro Massage, in December of 2009.

Baily is a member of the Sussex-Warren Chapter of NJAWBO, the American Massage Therapy Association and the Washington-based Good Times Chapter of BNI where she is the event coordinator. She noted that her affiliation with NJAWBO has been beneficial to starting up a business.

“It is great to have the perspective and expertise of other women business owners,” she said.

Metro Massage's hours of operation are 7am until 9pm daily. For client convenience, sessions are by appointment at either location. For information contact Metro Massage at relax@metromassageLLC.com

Blairstown Marketing Communications Agency Named in NJBIZ Top 50

advantage Marketing Communications of Blairstown was named by NJBIZ magazine as one of the leading advertising agencies in the state in terms of capitalized billings for the 2009 calendar year. advantage is a certified women owned business enterprise that offers full service, business-to-business marketing with a specialty in the marketing of heavy equipment and industrial machinery and components.

Following the economic slowdown in 2001/2002, advantage tripled their sales volume by gaining new business from both regional and national clients and expanding their business with existing accounts.

“One of the things you’ll find with our agency that has been crucial to our growth is our long standing relationships with our customers,” said Jennifer Hennion, President and co-owner of advantage. “Our longest standing customer has been with us for the full 22 years we have been in business. It is this type of client retention that has helped fuel our growth and enables us to continue to expand the depth of services we offer.”



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VISTA is a newsletter for and about our Sussex-Warren NJAWBO members. There are many ways in which you can participate to make it a relevant and compelling publication.

For Member News: If you have an accomplishment or event that you would like to publicize, please send it on. Don't forget to include a photo (jpeg format).

For UpShot: Have you attended a NJAWBO event or meeting that yielded important information you want to pass along to other members? Use *VISTA* to share the wealth.

Advertising: *VISTA* will be accepting advertising in each issue. Please contact Anne Blaine at annegblaine@gmail.com for more information.

Feedback: We would love to hear your feedback. What's good? What's missing? How can we make it even better?

Please send editorial submissions, photos and feedback for *VISTA* to Eileen Seiler at eseiler@comcast.net or call (908) 637-8736.

For more information on the Sussex-Warren Chapter of NJAWBO, call 973-940-9138 or send E-Mail to ChapterInfo@njawbosw.org.

Don't Just Expand Your Networking Potential – Transform It

Do you attend networking meetings with results that are lower than you wanted or expected? Join the Sussex-Warren Chapter for its monthly dinner meeting on Monday, November 15, 2010 to master the art of networking.



Donna Price

The meeting is at 6:30 p.m. at The Inn at Millrace Pond, 313 Hope Johnsonburg Road (Route 519), Hope, NJ.

Donna Price, President of Compass Rose Consulting, will present “Transformational Networking – Mastering the Art of the Business Networking Game.” The presentation will be followed by a full-course dinner and an opportunity to practice your new networking techniques.

“This event discusses a topic that every business woman needs to think about,” said Jennifer Hennion Vice President of Marketing for NJAWBO’s Sussex-Warren Chapter. “Networking facilitates business growth and helps form partnerships and vendor relationships that help businesses thrive”.

All NJAWBO members, prospective members and guests are welcome. For information and/or registration, go to njawbo-sussexwarren-november2010.eventbrite.com/. Pre-registration member cost is \$32; Non-member pre-registration is \$35. Registration at the door is \$40. Three Business Spotlight tables are available on a first come, first served basis to NJAWBO members for \$25 each.

SBA Seeking Award Nominations

The U.S. Small Business Administration (SBA) is seeking nominations for outstanding New Jersey small business owners and champions who will be honored at a luncheon during National Small Business Week, May 16 to 20, 2011. Categories include 2011 New Jersey Small Business Person of the Year, Outstanding SBA Small Business Champions who are advocates in the areas of minority, women, veteran, financial services and home-based business, Small Business Exporter of the Year, Young Entrepreneur of the Year, and an SBA Family-Owned Business of the Year.

Nomination guidelines can be downloaded at www.sba.gov/nominationsguidelines. Nominations should be submitted to: Harry Menta, SBA New Jersey District Office, Two Gateway Center, Suite 1501, Newark, New Jersey 07102. The deadline for nominations is **Friday, November 26, 2010**. For information on eligibility criteria and guidelines contact Harry Menta at (973) 645-6064 or by e-mail at harry.menta@sba.gov.

Calendar of Events

November 15
S-W Chapter Dinner Meeting
6:30 p.m.
Inn at Mill Race Pond
Hope

December 1
S-W Chapter
Breakfast Meeting
7:45 a.m.
Andover Diner, Andover

December 20
S-W Chapter
Holiday Party



6:30 p.m.
Ridgewood Restaurant
& Lounge
Hopatcong

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For information and rates,
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