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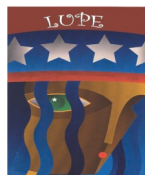


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women

UNION COUNTY ^ MEAN BUSINESS

The Clubhouse at Galloping Hill Golf Course • Kenilworth, NJ

Trending Breakout Sessions!



KEYNOTE SPEAKER:
FIRST LADY
Tammy Snyder Murphy



A WORKING WOMEN'S SUMMIT

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 FROM THE FREEHOLDER CHAIRMAN
SERGIO GRANADOS



Welcome to the Union County Women Mean Business Summit. This is the sixth installment in our annual series, initiated by Freeholder Linda Carter in 2013 to help working women build their skills, grow their networks, and meet the challenges of today's economy.

As Freeholder Chairman working alongside my colleagues on the Freeholder Board, we are committed to ensuring that we continue to make progress on women's empowerment and equality in the workforce, and continue to grow entrepreneurship opportunities here in Union County.

Recent events have underscored the need to shed outdated taboos, and take charge of the public debate over workplace harassment and other key issues that affect women in business. With that in mind, today's breakout sessions are designed to help you determine how to shape your future in this new landscape.

In closing, we are very proud to have Ms. Tammy Murphy, the First Lady of the State of New Jersey, as our special guest speaker. She has a wealth of experience, both globally and here at home, to share with us, and we are all looking forward to an inspiring and informative event.

I wish you all a very exciting and enriching experience.

Sergio Granados

 UNION COUNTY
BOARD OF CHOSEN FREEHOLDERS



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Vice Chairman



Bruce H. Bergen



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Mohamed S. Jalloh



Alexander Mirabella

 **HOST COMMITTEE**

This event would not be possible without the hard work and dedication of the entire host committee. Special acknowledgment should go to this group of exceptional women!

Linda Carter
Freeholder

Union County Board of Chosen Freeholders

Angie Devanney
Founder and Managing Partner
Keyword Strategies

Angela R. Garretson
Freeholder
Union County Board of Chosen Freeholders

Lisa Hiscano
Director, Continuing and Professional Education
Union County College

Bernice Martina Jalloh
Partner
Jalloh & Jalloh LLC

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Union County Board of Chosen Freeholders

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CONTRIBUTORS

Thank you to all of those who contributed to Union County Women Mean Business.

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Union County Performing Arts Center
United Way of Greater Union County
Ursino Steakhouse

The centerpieces at today's event have been donated by the following Union County florists:

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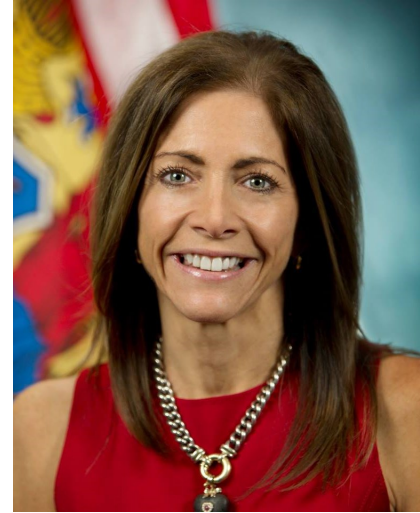
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OUR KEYNOTE SPEAKER FIRST LADY TAMMY SNYDER MURPHY



"I cannot tell you how very thrilled we are to now have an official mandate to continue listening and working together -- with you -- to bring out the very best of our state." – Tammy Murphy

Tammy Snyder Murphy's upbringing, career, and worldview have been consistently shaped and defined by family, education, service, and leadership. Whether running for student office during college, thriving in a competitive and male-dominated industry, starting and working with nonprofits, or joining the Women's March in Trenton, Tammy has always believed in problem-solving through coalition-building and participation.

Tammy and Governor Philip D. Murphy have been married for 23 years and together have four children: Josh, Emma, Charlie, and Sam.

A transformative experience for the Murphy family was proudly representing the United States in the Federal Republic of Germany. Tammy, individually and together with her husband, spoke and led on behalf of the United States of America. She chaired meetings, gave speeches, and hosted meals and receptions, strengthening our nation's relationship with a critical ally while impacting the lives of thousands of Germans and Americans.

Upon returning to New Jersey, Tammy and Phil realized that the incredible state they called home was in need of bold new leadership. Together, they founded a think tank to explore ways to help grow the middle class and jumpstart New Jersey's economy. Most recently, Tammy has been energized and inspired traveling the state and meeting New Jerseyans to hear their concerns, both with Phil and as his surrogate, utilizing her experience in the private and nonprofit sectors to work through policy ideas and solutions, and supporting and advising the Governor on his transition.

A graduate of the University of Virginia (B.A., English and Communications, 1987), Tammy currently sits on the University's Board of Visitors. She also serves as Secretary and charter member of The Climate Reality Action Fund, an organization founded by former Vice-President Al Gore. Over the years, Tammy has worked with non-profits, a think-tank, and other organizations focused on the environment, education, health care, youth and family services, as well as the arts and trans-Atlantic relations. Tammy previously worked in finance in the U.S. and Europe and has traveled extensively throughout the world living overseas in each of London, Frankfurt, Hong Kong, and Berlin. She speaks German and some Italian.

As First Lady, Tammy will continue being a partner to Phil as he works with Lieutenant Governor Sheila Oliver to tackle the formidable challenges facing the state and its incredible residents.



STATE OF NEW JERSEY
GOVERNOR PHIL MURPHY

Union County Women Mean Business

a look back...



**Union County Means Business is a partnership between
Union County Government and our businesses and community leaders.**

Our Partners



Namaste– The One Month Unlimited Class Pass - experience all that AMP Yoga Studio has to offer. With a variety of teachers and wide range of classes, use the next month to commit and grow your practice, build inner and outer strength, and find peace of mind.

Donated by: AMP Yoga Studio (Springfield)

Entrepreneurship 101– Free Tuition to UCEDC’s 6-week Entrepreneurship 101 workshop for early stage businesses and start-ups. In this six-week workshop, we’ll take an honest look at your business readiness, walk you through the early stages of the entrepreneurial process and then give you the tools you need to turn your business idea into a viable operation.

Donated by: Union County Economic Development Corporation

Taste of Union– Savor the delicious culinary talents of Union’s restaurants. Prepare your taste buds for: Mario’s Tutto Bene for nostalgic Italian fishes, The Red Cadillac for elevated Mexican street food, Garden restaurant for mainstay Mediterranean fare, and the Rio Rodizio Churrascaria for an authentic Brazilian delicacies .

Donated by: Mario’s Tutto Bene, The Red Cadillac, Garden Restaurant, and The Rio Rodizio Churrascaria

For The Yogi– Find inner peace with this gift bag from Lululemon (Elizabeth, The Mall At Jersey Gardens) paired up with the deliciously healthy gift card from The Juice House (Garwood)

Donated by: Lululemon (Elizabeth, The Mall At Jersey Gardens) & The Juice House (Garwood)

East Meets West–Enjoy all the flavors that Union County has to offer. Travel to The Lobby for decadent fusion, Sun Tavern (Roselle Park) for American comfort food, Blackthorn Restaurant (Kenilworth) for authentic Irish Fare, Grillstone (Scotch Plains) for a modern bite to eat, Stagehouse (Mountainside) for rustic American good eats, and Delicious Heights (Berkeley Heights) for upscale tavern with cutting edge culinary techniques !

Donated by: The Lobby (Elizabeth), Sun Tavern (Roselle Park), Blackthorn Restaurant (Kenilworth) Grill Stone (Scotch Plains) and Stagehouse (Mountainside), and Delicious Heights (Berkeley Heights)

East Meets West II –So nice we did it twice! Enjoy this culinary tour of Union County: Valenca (Elizabeth) for Portuguese Spanish specialties, Costa’s (Roselle Park) for down to earth Italian cuisine, La Catena (Roselle Park) for a taste of Italy, Blackthorn Restaurant (Kenilworth) for authentic Irish Fare, Snuffy’s Steak House (Scotch Plains) for upscale –casual American deliciousness, Mosiaco (Mountainside) for delightful Tuscan and Stagehouse (Mountainside) for rustic American good eats.

Donated by: Valenca (Elizabeth), Costa’s (Roselle Park), La Catena (Roselle Park), Blackthorn Restaurant (Kenilworth) Snuffy’s (Scotch Plains) Mosiaco (Mountainside) and Stagehouse (Mountainside)

Wine Not? –Wine lovers appreciate this playful XL wine glass with seal for freshness wine stopper partnered with a delicious Red Wine & Amazon Gift Card.

Donated by: Freeholder Alexander Mirabella & Phyllis Mirabella

Tech Savvy – Enjoy the hands free convenience of the Amazon Echo!

Donated by: Jalloh & Jalloh, LLC

Digital Trends –Enjoy the stylish compact echo with a screen-The Echo Spot !

Donated by: The Board of Chosen Freeholders & County of Union Department Heads

(No public funds were used for this purchase).

Fitness Trends –Introducing Smart Jewelry track your activity, sleep, stress and much more with the fashionable Bellabeat Leaf!

Donated by: The Board of Chosen Freeholders & County of Union Department Heads

(No public funds were used for this purchase).

RAFFLE PRIZES

Bags Fly Free! – Enjoy 2 round-trip international airline tickets on Southwest Airlines-operated, published, scheduled service (e-passes cannot be exchanged, extended or reissued). Tickets are valid through 06/01/19

Donated by: Southwest Airlines

TV, Please!– Enjoy this brand-new 32“ TV, perfect for watching movies and catching up on your favorite TV shows!

Donated by: SUEZ Water

Get Moving! - Get into gear with this 1 month VIP membership from Crunch in Garwood and enjoy a lunch for two at the Thirsty Turtle.

Donated by: Crunch Center (Garwood) & The Thirsty Turtle (Cranford)

Dinner & A Show – Prepare for a fun evening at The Premiere Stage at Kean. Catch a show and head over to Ursino Steakhouse & Tavern for a delicious dinner .

Donated by: Kean University & Ursino Steakhouse & Tavern (Union)

Hole in One – Spend some time on the green with this Galloping Hill Golf Package. Includes a foursome of golf with carts at Galloping Hill Golf Course! End your round of golf with a delightful meal on the deck at The Red Knot.

Donate by: Galloping Hill Golf Course & The Red Knot

Date Night Experience – Get the VIP treatment with a makeup makeover by Sarah Jeanne Makeup Artistry. While looking glamorous grab your date and head over to the Union County Performing Arts Center to be serenaded by the Bacon Brothers. Follow up this amazing night with a dinner for two at III Amici's .

Donated by: Sarah Jeanne Makeup Artistry, Union County Performing Arts Center , III Amici's (Linden)

Taste of Cranford– Experience the diversity of Cranford's restaurants! Expand your palate at these unique restaurants : Il Gabbiano candlelit Italian cuisine , River & Rail Cantina Mexican fare & margaritas, The Thirsty Turtle a contemporary café, and 100 Steps new American small plates & raw bar.

Donated by: Il Gabbiano, River & Rail Cantina, The Thirsty Turtle, & 100 Steps

Keep it Moving– Get in to gear with this 1 month VIP membership from Crunch in Garwood and enjoy a healthy fresh pressed juice or smoothie from The Juice House!

Donated by: Crunch Center (Garwood) & The Juice House(Garwood)

Ultimate Escape –Experience the thrill of Escapology, premium real life escape game for two. Celebrate your escape by indulging in an unlimited dinner for two at Lorenzo's Restaurant.

Donated by: Escapology (Garwood) & Lorenzo's (Garwood)

Fashion Essential– Be the envy of the room with this luxury Michael Kors Tote .

Donated by: United Way of Greater Union County

Business Starter Kit– This Business Starter Education Package includes two free classes for the business entrepreneur! Learning is on us! Adobe Photoshop – to jump start your marketing effort | QuickBooks – to jump start your record keeping and financial reporting. Redeemable at the Continuing Education Division of Union County College (Cranford Campus). Classes are offered during the Fall 2018 semester.

Donated by: Union County College (Cranford)

PROGRAM SCHEDULE

9:00 a.m. – 9:30 a.m. Registration & Networking Breakfast

9:40 a.m. – 10:40 a.m. Breakout Session 1

- ◆ **Women Leading the Change:** *Stepping Into a Bigger Version of You*
- ◆ **Real Talk :** *Sexism In The Workplace*
- ◆ **ACT ONE-** *Speed Advice :Women Guiding Women*

10:50 a.m. – 11:50 a.m. Breakout Session 2

- ◆ **Branding Your Presence For Bricks & Clicks:** *Embracing Your Social Networks*
- ◆ **Take Charge: :** *How To Say The Right Things In Tough Situations*
- ◆ **ACT TWO-** *Speed Advice :Women Guiding Women*

12:00 – 1:30 p.m. Lunch & Keynote Address

Ballroom

Welcome - Freeholder Chairman Sergio Granados

Master of Ceremonies - Freeholder Linda Carter

Keynote Address– First Lady Tammy Snyder Murphy

1:30 p.m. ~ Door Prize Give Away & Networking

Prizes include international Southwest Airline tickets, a TV and much more!

Must be present to win!!



BREAKOUT SESSIONS

SESSION 1 (9:40-10:40)

WOMEN LEADING THE CHANGE :

BALLROOM A

Stepping Into A Bigger Version Of You

Presented by: Lena Cohen, Speaker | Author | Consultant, Lena Cohen LLC.

As women we are stepping up and stepping into our power in a bigger way than ever before. We will mastermind to build our leadership muscle, to develop and nurture the characteristics that make us strong, resilient and someone we would want to do business with.

- Learn how to build a strong foundation by identifying top leadership characteristics of those who have excelled in their field, revolutionizing the way we operate in our industries.
- Explore your own leadership characteristics and skills, recognizing your strengths and growth areas. Understanding how emotional intelligence can elevate your ability to lead.
- Increase your self-awareness by defining exactly who you are, and where your values and morals lie. Learn how to balance ambition and ethics.
- Create the vision for your future. What is your mission? Have you begun to brand yourself in the industry? What will your legacy be as a leader?

REAL TALK :

Sexism In The Workplace

BALLROOM B

Presented by: Kathryn V. Hatfield, Esq., Weiner Law Group

Discussing sexism in the workplace is often considered taboo. Openly and honestly discuss the many ways that sexism may manifest itself in the workplace.

- Gender bias and sexism in the workplace – how does it manifest itself and how should women respond to it?
- What are the subtle forms of sexism?
- What is implicit or unconscious bias and how does it show up in the workplace?
- Is the response to gender bias different depending on your generation?
- How can women shutdown sexism in the workplace and still get ahead?

ACT ONE: SPEED ADVICE

Women Guiding Women

RED KNOT

Phyllis Mirabella, Director of Purchasing, Union County College (Moderator)

Career: Sarah Blessing | Marcella Gencarelli

Finance: June Lazaro | Dithra “Dee” Sands

Image: Ferlie Almonte | Sue Melville

Nutrition & Wellness: Elizabeth Nusser | Laura Rokosz

Relationships: Joi M. Stanley | Lisa Lieberman-Wang

What’s on your mind? Feeling a little stuck? Ask our expert advisors in Finance, Wellness & Nutrition, Relationships, Career, and Self- Image! Learn to accelerate your career, advocate for yourself, expand your network and make informed decisions. You will have four minutes with each advisor so have your questions prepared! Then rotate into our peer to peer advice category where you may be the solution to someone’s problem!



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Union County Women Mean Business

We commend the County for its leadership
in business and economic development

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at our other convenient NJ locations, and now in mid-town Manhattan



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JACQUELINE DUBOYS & SHERYL ROSENSTOCK-MARCUS



BRANDING YOUR PRESENCE

Wizdom Media, LLC is a privately held, women-owned design firm that was established by the two Creative Partners Jacqueline Duboys and Sheryl Rosenstock-Marcus in September, 2000 in NYC. Wizdom accommodates clients with visual design for marketing social and multimedia needs across the digital landscape, including Print, Exhibit, Environmental and Experiential design. The company supports a well-established client base in the NJ/NY metro area, as well as a broad international clientele.

Wizdom opened its Rahway, NJ location in 2007, which was the new hometown to Jacqueline, and an historic city undergoing intense redevelopment and an Arts renaissance. The robust design firm has won numerous NJ Ad Club awards, many on behalf of the The City of Rahway. Wizdom's participation in keen marketing, positive Social Media presence and relentless public outreach has all played a part in helping Rahway to become one of NJBiz.com's "Next Hot Spots to Watch."

The Creative Partners Jacqueline Duboys and Sheryl Rosenstock-Marcus are consummate graphic design professionals, each with 20+ years of experience and well-versed in all digital and traditional design disciplines. The two women met as class instructors, while teaching design for LI University's Continuing Ed Program in 1997, and have enjoyed business success together for 18 years.

Jacqueline's broad spectrum of experience has given her an advantageous perspective on the "business of design." She is the Oz behind the scenes on most client's Social Media platforms. Her nickname of choice is "Super Admin" and when she's not working, you can find her performing at music gigs around town perfecting her command over stage fright.

Sheryl, who still hails from Bay Ridge, Brooklyn, NY, is a traditional, fine and multimedia artist/craftswoman with a passion for all things creative. Sheryl brings a unique blend of branding, marketing and design knowledge to every project.

The two women have worn many hats over the past 18 years: marketer, slogan-coiner, design psychoanalyst, typeface groupie, teacher, shaker, worker-bee, lounge act, artiste and lifelong student. With proven success in problem solving and change management, they both strive to combine their business acumen with their passion for community relations. As pioneers during the digital marketing revolution, they take great pride and effort to inspire and empower their clients to create marketing that

INEZ BARBERIO



TAKE CHARGE

Inez Barberio believes in looking for the positives in life. Since earning a certification in Emotional Intelligence ('EQ'), Inez has developed a strong passion for mastering the fundamental concepts of EQ and living with a positive mindset. As the founder of *Inez Barberio, LLC / Core Growth Strategies*, Inez has devised practical programs for teaching her clients how to live and lead fulfilling lives that utilize their heads and their hearts in equal measure.

Inez earned a Degree in Journalism and Mass Communications with a focus on Broadcast Journalism after graduating from New York University. She made her mark working in the corporate world, got married, continued her studies and earned a Master's Degree in Education from Rowan University with focuses on Elementary Education, Psychology and Special Education. She is involved with many female entrepreneur groups that focus on empowering each other and is currently enrolled at Cornell University's "Women in Leadership" certification program.

While working as a celebrity correspondent for the lifestyle and entertainment publication, *Millennium Magazine*, Inez learned to strengthen her communication skills and concentrated her stories on the strengths and triumphs of the celebrities she interviewed and brought out their real – life personas to the magazine's readers. Her most recent interview with James Murray from the hit television show *Impractical Jokers* inspired Inez to launch a new project which directed its attention towards individuals who shared their stories on what others perceive as their "overnight success." The emotional well – being of children is a topic that is near and dear to Inez, and one she frequently discusses. She is actively involved with Mallory's Army; a foundation established in loving memory of Mallory Grossman, who at the tender age of 12 took her own life on June 14, 2017 because of relentless bullying from her classmates at school and on social media. As Inez continues her work with Mallory's Army, her goal is to introduce EQ into the curriculum of every school across the United States.

Inez has been a guest on television outlets including *Latino Motion*, and *Harry TV* with Harry Connick Jr. She has appeared on various radio programs, and has been a keynote speaker for *AtlantiCare*, small businesses and special events. In addition, she was nominated for Philadelphia's Womenpreneur of 2018.

"We wake up each day with a choice on how we want our day to be. We hold that power within ourselves. May we choose to live our days in happiness and be an inspiration to others!" ~ Inez Barberio

SESSION 2 (10:50– 11:50)

BRANDING YOUR PRESENCE FOR BRICKS & CLICKS

BALLROOM A

Embracing Your Social Networks

Presented By: Jacqueline Duboys & Sheryl Rosenstock-Marcus, Owners, Wizdom Media

You've heard of them... Google, Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, etc. These platforms have revolutionized how businesses interact with their clients, customers and stakeholders. Can you transition your brand smoothly from bricks to clicks? Do you know how to build your brand online and off? Shaping the perception of your business and having a strong brand matters – and without sending a single tweet or Facebook post, you are still out there, just by being visible. How you are seen online affects your reputation and potential customers make purchasing decisions with this in mind. This interactive session led by two savvy design professionals will provide tools and open conversation on the following topics for both online and traditional usage.

- Understanding and defining your own Brand
- Understanding your Customer
- Trust, consistency and authority as it relates to your public business "personality." A faceless brand has none.
- Showing up - online and off
- Creating meaningful content
- Mean What you Say - what does this mean
- Make a Change when necessary

TAKE CHARGE :

BALLROOM B

How To Say The Right Things In Tough Situations

Presented By: Inez Barberio, Founder & Owner, Inez Barberio, LLC Core Growth Strategies

Have you ever wondered how some people seem to sail through difficult situations with ease, while others stammer, blunder or suffer through them in tongue-tied silence? Here's your chance to learn the simple techniques and attitude adjustments that separate the winners from the wannabes ... and be able to approach even the most complicated conversations with confidence. Like it or not, we all have times when we're angry, upset or sad at work ... or simply feel overcome by stress. In this session, you'll learn how successful women manage to experience the full range of emotions without being taken over by them and how you can put their strategies and techniques to use in your own life through the practice of skillsets learned through the practice of Emotional Intelligence.

ACT TWO: SPEED ADVICE

Women Guiding Women

RED KNOT

Phyllis Mirabella, Director of Purchasing, Union County College (Moderator)

Career: Sarah Blessing || Marcella Gencarelli

Finance: June Lazaro || Dithra "Dee" Sands

Image: Ferlie Almonte || Sue Melville

Nutrition & Wellness: Elizabeth Nusser || Laura Rokosz

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LENA COHEN



WOMEN LEADING THE CHANGE

Lena has been speaking and teaching for over 14 years. She's grown to be an internationally known and requested TED Speaker, decorated community activist, highly sought after life coach, and author of the life changing book "Stop, Drop, and Roll." Lena shares her knowledge and expertise in a way that inspires people to live their best life possible. She trains and counsels people on how to access, understand, and regulate their emotions; by developing a heightened sense of self-awareness to achieve emotional intelligence. Lena's acquired such a high level of emotional intelligence from her past experience working in the fast pace, demanding news rooms of CBS; working on the number one television news magazine show in the country. She uses that experience to help people focus on self-development, advancement, and fulfillment in their careers. All the while still promoting a life of balance, which includes satisfaction in the areas of physical health, relationships, mental wellness, and spirituality.

In addition to speaking, coaching, and corporate training, Lena keeps busy by running her nonprofit "Women Operating in Opulence," and working with Assemblywoman Cleopatra Tucker to carry out important issues of the community. As a result Lena has been awarded and recognized locally and nationally for her efforts in serving others. She has worked with the U.S. Army, the Boys & Girls Clubs of America, The Leaguers, Johnson & Johnson, NY Cares, The Ronald McDonald House, Red Cross, SOFIA, Stryker, Zeta Phi Beta, The Women's Rights Information Center, GrassROOTS Community Foundation, Boston Scientific, Rutgers University, The Small Business Development Center and many others.

Lena currently serves as the Philanthropy Chair for National Sales Network NJ/NY Chapter and resides in Bedminster, NJ with her husband Adrian Hawkins.

For more information you can visit www.LenaCohen.com | To view her TEDTalk visit <https://youtu.be/TZyVbhCSyu8>

KATHRYN V. HATFIELD, ESQ.



REAL TALK

Kathryn Van Deusen Hatfield limits her practice to the representation of management in labor and employment law matters. Ms. Hatfield's practice focuses on representing private and public sector employers in all aspects of labor and employment law. Ms. Hatfield's expertise in employment law includes litigating State and Federal cases on behalf of employers involving Title VII, the ADA, the ADEA and the New Jersey Law Against Discrimination, providing legal opinions and advice on personnel, employment and labor issues involving, but not limited to, Title VII, the ADA, the ADEA, OSHA compliance, the Fair Labor Standards Act, ERISA, the National Labor Relations Act, the Davis Bacon Act, the New Jersey Law Against Discrimination, CEPA, Wage and Hour and the Prevailing Wage Act and preparing personnel handbooks and policies involving issues such as drug and alcohol testing, absenteeism and leave of absence.

Ms. Hatfield's labor law experience includes negotiating collective bargaining agreements, conducting grievance and interest arbitration hearings, handling and litigating certification, impasse and unfair practice proceedings before the National Labor Relations Board and the New Jersey Public Employment Relations Commission, analyzing legislation, court and arbitration decisions and collective bargaining agreements to assess trends in labor relations matters, preparing, administering and analyzing salary and benefit surveys for negotiations.

Ms. Hatfield lectures frequently on employment related issues, including family and medical leave, workplace harassment, wage and hour compliance, effective hiring and retention, drafting Employee Handbooks, and workplace anti-discrimination laws. Prior to joining the Weiner Law Group, Ms. Hatfield was a founding partner of Zucker Hatfield LLC. In 2017, Zucker Hatfield merged into the Weiner Law Group.

Ms. Hatfield is involved in a number of activities outside the practice of law. She is a member of the Board of Trustees of ECLC of New Jersey, a special education school in Chatham, New Jersey and served as Chair of that organization from 2010-2014.

Ms. Hatfield lives in West Orange, New Jersey with her three children.

LISA LIEBERMAN-WANG



RELATIONSHIP EXPERT

Lisa Lieberman-Wang is the #1 International Bestselling author of the book F.I.N.E. (F'd Up, Insecure, Neurotic & Emotional) to FAB (Fabulous, Awesome, Beautiful). She is a Relationship and Emotional Breakthrough Expert and has been seen by millions on ABC, NBC, CBS, FOX, The CW, Time Warner, and others.

As the co-creator of the neuroscience Neuro Associative Programming and Licensed Master NLP Practitioner and trainer, Lisa is a powerful leader who has inspired over 120,000 people around the world through her LIVE seminars. Lisa's personal triumph over eating disorders, depression, sexual abuse and self-sabotage gave her a unique insight into the methods that are actually proven to help let go of destructive habits and become more successful in all realms of life. Her methodologies help you heal without years of shame, blame or therapy.

Using this technology, she has helped herself 25 years ago and now thousands of professionals through her FINE to FAB Transformational Programs overcome lifelong emotional challenges of depression, anxiety, stress, self-sabotage, emotional eating, retail therapy and sexual abuse so they can live an authentic life, happy, healthy and free! Seeing a need to help even more people with this ground breaking technology she and her faculty started N.A.P. Coaching Academy teaching others to become elite coaches to get extraordinary results with their clients too.

Lisa's expertise in relationships reaches every aspect of your business. You are your business! If you are challenged, so is your business. Your business is a reflection of the owners and when looking at the business we need to look at the players first.

Lisa's coaching and consulting is so influential that companies like Anthems, Blue Cross Blue Shield brought her team in to train their field in Leadership and Sales. Konica Minolta contracted her to help change the mental climate in their environment to discuss "Overcoming Self-Sabotage" for their local corporate office and giving their 6000 employees access through the intranet.

Lisa has advised and helped nurture the businesses of many professionals thriving today. She has helped her clients increase revenue, reduce operating expenses, reduce absenteeism and presenteeism, re-position themselves as leaders in their industries. One client went from their sales staff closing only 7% of their walk in traffic to 91% after one strategy session with Lisa. Resulting in more than six figures to their bottom line based on lifetime value of their clients. Lisa has run large training programs for years. However today, she prefers working with a select number of high-level executives and entrepreneurs on a private basis or in her elite Premier Coaching Programs.

Executives & Entrepreneurs choose to work with Lisa because she's not just a one-trick pony "Emotional Breakthrough Expert" or "Relationship Coach", but a true business leader—She has done over \$60 million in personal sales in her prior corporate career. She has lead countless professionals to multi-million dollar businesses including herself. In addition, Lisa has advised and helped nurture the businesses of many professionals creating 6 and 7 figure incomes today, you can be next!

You are only as rich as your relationships! Start with the most important, the one with yourself! Let me help you become your own best friend, so you can go out and help others. Feel free to contact me at: www.FINEtoFAB.com

Never Miss An Event!



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ucmeansbusiness@ucnj.org

JOI STANLEY– SMITH



RELATIONSHIP EXPERT

From high-powered corporate executives to small business owners, Joi M. Stanley will ignite your passion to up-level your business and use research-based techniques and tools to keep your business sprinting forward. *As an Executive Strategist and Business Development Strategist, Joi...* Conducts a needs assessment for every client. Determines where your business should be headed. And creates an action plan for you to get your business moving forward. *As a Self-Discovery Strategist and Motivational Speaker, Joi ...* Helps her audience to shift their mindsets from fear to fierce. Enables you to let go of any fear that holds you back... “Releasing the Pause” And empowers you to rise from confidence-crushing ashes and create a life you never thought was possible.

Joi M. Stanley’s mission is to Empower, Educate, and Motivate, those who aspire to reach higher levels in life, relationships, health & wealth. Joi’s process fosters an environment of ownership, reliability & trust. She shows you how to take responsibility for who you are, and

what you hope to accomplish in your life &/or business. As CEO of Loc Soc, Joi has spent countless hours speaking in front of audiences that range from Corporate Executives such as Wells Fargo, Blue Cross/Blue Shield, Merck& CO., PSEG, to school age girls between Essex and Union Counties just to name a few with her empowering message to Level-Up in your life and business/career. HER SIGNATURE MESSAGES...“Release the Pause Button” empowers her audience, through the power of Self-Discovery, to never put your life on hold because of fear or lack of self-esteem. “The Big Ask” motivates her audience to unleash the power of asking for what you want.

“What Do You Really Want” inspires her audience, through the power of focus and vision, to discover what you truly want out of life. SPECIALTIES Business Development Strategist: is the Soup to Nuts program where I help entrepreneurs develop their roadmap to success. Here I coach from the point of business planning to execution. Together, we create ways to build your business, and then, take your business to the next level. This program has had no less than a 90% rate in increased company productivity since 2003. Executive Development Strategist: is a Sales and Marketing Program that is based on the needs assessment of the company. From the needs assessment, I deliver a team-building platform, motivation techniques, and sales & marketing tools for success. 93% increase in sales productivity since 2003. Self-Discovery Strategist: as a Licensed Certified Professional, I have mastered the technique of helping you “Release the Pause Button” through the process of Self Discovery. As a Self-Discovery Strategist, I encourage my clients to understand the power of owning their shi...(stuff). Through this process, you will shift your mindset and begin creating a life that you never thought possible, because you put yourself on “Pause” due to fear, lack of esteem, negative association, etc. 100% money back guarantee. To date, 100% SATISFACTION since 2010!

Save The Date....



EXPO September 26th at Warinanco Parks Sports Center, Roselle

PHYLLIS MIRABELLA



SPEED ADVICE

Before joining Union County College last year as the Director of Purchasing, Phyllis worked at Chubb Insurance for 18 years and Continental Airlines for 12 years prior. She worked in Operations Management at Continental Airlines and continued her Chubb career in Operations as a Learning & Development Instructional Designer and Trainer. Subsequent positions included Project Manager for Systems Training Solutions in the Field Technology Services Department. In 2007, she was promoted to Assistance Vice President and asked to join the newly formed Operations Process Management Group. In 2009, she was selected to provide project management support for Chubb Commercial Insurance’s companywide Project Catalyst Initiative Phyllis then joined the Audit and Quality Services Department as a Project Manager where she performed operational efficiency reviews, led and managed quality and operational projects and initiatives.

Phyllis’ community involvement has included past president and member of the Education Enrichment Foundation of Scotch Plains-Fanwood, Program Director of SPF LTC 100 and facilitator for UC STEP – both are annual one-day leadership conferences for local middle and

high school students, past board member and current Senior Counselor at the New Jersey Association of Student Councils Leadership Training Conference held annually at The College of New Jersey and is a current member of the Union County Commission on the Status of Women. In 2011, Phyllis was awarded the Women of Excellence Award by Union County Commission on the Status of Women for excellence in civic and community leadership.

She holds Bachelor of Arts degree from Rutgers University with a concentration Political Science and a minor in Economics. Phyllis has holds her Six Sigma Green and Lean Six Sigma Black Belt certifications. She holds the designation of Chartered Insurance Operations Professional, C.I.O.P. and has earned her Women’s Leadership Institute Certificate from The John E. Anderson Graduate School of Management, UCLA.

SARAH BLESSING



CAREER EXPERT

I specialize in working one-on-one with individuals in order to better understand their areas of expertise within the various industries. This knowledge assists me in placing candidates into positions that best meet their criteria and tap into their specific skill sets and strengths. I’ve worked in placing Technologists, Health Care Professionals, Financial Service Professionals, and Administrators all over the country from global conglomerates to local small business.

With technology updating by the millisecond, the ways in which we seek jobs have changed tremendously—even from year to year. Utilizing LinkedIn, Job Boards, and social media improves our “professional presence” and increases our chances in finding the right opportunities. At times those opportunities find us when we least expect it! I focus on educating professionals on how to best utilize these outlets. I provide advice on how to tailor resumes for specific jobs, which increases a candidates odds in being discovered, interviewed, and ultimately selected. Helping others reach their full potential is undoubtedly the best part of my day.

MARCELLA GENCARELLI



CAREER EXPERT

Marcella is currently Vice President, Client Outreach Manager for Lakeland Bank. She has 19 years of banking experience and over 25 years of proficiency in business development, coaching and relationship building.

Initially a successful entrepreneur in the Food Industry, Marcella transitioned into the corporate world of banking by utilizing skills acquired through creating “differentiated marketing and client experiences”, business development strategies and maintaining strong relationships.

Marcella received the Circle of Excellence and Service Excellence awards while with PNC Bank and was also recognized as the Summit Area YMCA Mission Volunteer of the Year.

Her current community affiliations and memberships include: Suburban Chamber of Commerce- Chairwoman; WCEC (Women’s Center of Entrepreneurship Corporation)

– Women of Influence Committee; Warren Ladies Lunch – Founder; Summit YMCA – Board Member; B.I.G. (Believe, Inspire, Grow) – member.

JUNE LAZARO



Born and raised in New Jersey; I am a married mom and an entrepreneur. As a financial representative with Primerica for over 15 years, I guide families thru budgeting, saving, living for today and the future. My life's experience, as a prior nurse, has taught me the precious value of life and the genuine need to appreciate, support and overcome challenges inclusive of monetary needs. Thru workshops and/or one on one visitations; I dedicate my time and expertise in teaching ways to take control of your finances.

As business women; I've had the privilege of being there for families who lost a loved one. Some might not want life insurance because of the expense and view it as another bill to pay. Others may not see it as a need or know who to talk with about these personal concerns. As a financial expert, I am here to listen to your concerns and guide you through the process. Imagine when the children are grown, debts are manageable and money is saved thru retirement plans. It is a privilege seeing assets grow for college, retirement or other dreams and goals.

Currently as a Co-Leader of the North Jersey Chapter of ETTWomen; my passion is guiding women and families thru that financial maze and to educate them on the process of financial freedom. Procrastination also known as Financial Paralysis is one of America's biggest obstacle that need to be conquered to provide this everlasting expression of love.

Caring, Competent, Committed & Connected. For any questions or comments please reach out to me June Lazaro, Financial Expert at 908 930-8310 cell or email me at junlazaro@verizon.net or connect <https://www.linkedin.com/in/junelazaro>

FINANCE EXPERT

DITHRA "DEE" SANDS



Dithra (Deetra) Sands is an Independent Certified Financial Professional that enjoys helping all in need with their personal finances. Dithra has been a Financial Representative with Primerica for over 17 years. She travels throughout New Jersey sharing her expertise on "How Money Works" through Financial Literacy Workshops that are done completely free to Organizations, Communities, Schools and Corporations.

One of her passions is to educate women on how to take control of their financial future. She mentors individuals who want a career in Financial Services by showing them how to get licensed while being trained and developed as they build their own Financial Services business. This also gives individuals the opportunity to be able to manage their own finances. She will continue to share her expertise with everyone that is in need of it. Her belief is that knowledge is power, but only if it is used to help someone else. Cell Phone: 732-754-8793 || Email: dsands@primerica.com

FINANCE EXPERT

FERLIE ALMONTE



Motivational Speaker. Resilience and Confidence Expert. Professional Emcee. International Best Selling Author. Certified Life and Image Coach-Consultant. Inspirational EDUtainer. Inspirational Jewelry Designer.

There is no simple way to describe this multi-talented visionary. Out of her personal catastrophic experiences, Ms. Almonte created a magnificent brand and has emerged into a Global Resilience Leader. Born in the Philippines, but now residing in New Jersey, Ms. Almonte travels the world to speak, hosts important events, concerts and fundraisers, and provides workshops and coaching programs on Resilience, Life Reinventions, Image, Confidence and Public Speaking to private clients, corporations and organizations.

Passionately driven by her mission in life to be The Voice of Hope and Resilience, Ms. Almonte lives to inspire and empower people to rise above their adversities, and help them explore their possibilities, and embrace new beginnings through her diverse areas of expertise.

Ms. Almonte has co-authored three life changing Amazon bestselling books: Empowering Transformations for Women, Pure Genius: Simple Solutions that Work to Light Up your World, and Women Innovators: Leaders, Makers and Givers, Volume One. Ms. Almonte is soon launching her

multi-city One Woman Motivational EDUtainment show, "Make your Mess your Message." In this unique and original fusion of Motivation and Entertainment, Ms. Almonte will take you on an extraordinary life changing experience with her remarkable personal stories of resilience and powerful repertoire of original songs.

To contact or follow Ferlie's amazing events and workshops, visit www.FerlieAlmonte.com

You can also connect with Ferlie Almonte on LinkedIn, Facebook, Instagram or Twitter

IMAGE EXPERT

SUE MELVILLE



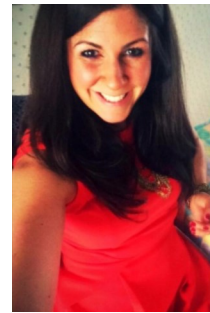
IMAGE EXPERT
Sue's love of fashion and desire to empower people to project an image of confidence and style led her to FIT to earn a certificate in Image Consulting. Recognizing the power of color in this process, she also earned her color analysis certification from the Image Resource Center of NY.

She is the founder of Sue Melville Consulting, an image consulting company that helps people who want to take it to the next level but don't know how. Her mission is to make it easier for them to look their best.

Email Address: SueMelvilleConsulting@gmail.com

Phone Number: (908) 432-5334

ELIZABETH NUSSER



WELLNESS & NUTRITION EXPERT
I've always tried to live a healthy lifestyle: consistently mindful of my food choices and the incorporation of activity into my weekly routine. In my mind, cheating every now and again on my diet and exercise plan was acceptable because I believed my lifestyle was relatively consistent. I am sure many people can relate to this mindset.

Despite my efforts, the work I was putting into my diet and exercise plan weren't consistent with my actual results—in fact, just the opposite was happening! When the scale was just shy of 200 pounds I recognized that I needed to make a life changing commitment to myself. I set clear goals and vowed I would do whatever it took to reach them. I also took ownership over my excuses and no longer allowed myself to use cravings, my PCOS diagnosis, genetics or high cholesterol as an excuse for my weight issues.

Through experimenting with a variety of wholesome foods, I was able to learn through experience how the foods with which we choose to fuel ourselves can truly affect our body and mindset. I learned that my body was unique; there was not one diet plan that would work for everyone.

This positive lifestyle change is what put me on this path to becoming a health coach. I wanted to use my personal experiences to help others make changes to live a healthier, happier life!

I have been blessed to find my passion in life as a health coach and personal trainer. I hold a Bachelor of Arts degree in Psychology, as well as a health counseling certification from the Institute for Integrative Nutrition and a certified personal training certificate from the National Academy of Sports Medicine. I am trained in over one hundred dietary theories and studied a variety of practical lifestyle coaching methods. I am further trained to develop exercise programs based on scientific, evidence-based research, which push my clients beyond their limits to further improve their health. I work with my clients to assist them in creating a personalized plan that suits each unique body, lifestyle, preferences and goals.

LAURA ROKOSZ



WELLNESS & NUTRITION EXPERT

Laura Rokosz is a Pharmacologist and Food Scientist with 28 years of experience in the Pharmaceutical and Biotechnology industries. She received her B.S., M.S., and Ph.D in Food Science from Rutgers University and is the current Chair of the Rutgers Food Science Advisory Board. Dr. Rokosz was employed with Schering-Plough, Merck and Pharmacoepia where she supported drug discovery efforts related to Metabolic diseases, Autoimmune disorders, Alzheimer's disease and Cancer. She is the author of over 35 peer-reviewed journal articles including five Expert Opinion articles on Obesity and Cancer. A number of her blogs on fitness and nutrition have recently been published on the syndicated website, *Mind Body Green*.

Dr. Rokosz is currently the owner of EGGLROCK Nutrition, LLC, an Integrative Healthcare practice providing dietary and lifestyle guidance for disease prevention and health maintenance. EGGLRock Nutrition recently received the Rising Growth Success Award from the Small Business Development Center at Kean University and was named Business of the Year for 2016 by the Union Chamber of Commerce. Dr. Rokosz also teaches a variety of Nutrition courses at Kean and Rutgers Universities and group fitness class at the Gateway Family YMCA of Union, NJ. Be sure to tune into her Radio show on WMTR 1250 AM, "Eat Right with Laura" Tuesday nights at 7:30 PM.