

The sole purpose of the New Jersey Association of Women Business Owners is to help you spread your wings and grow. Mercer Chapter meetings offer inspiration and ideas to build your business and yourself.

## Connect..Build..Learn with NJAWBO Mercer

**Join us** because you need to...

- Connect with 1,000 women business owner members statewide
- Reach your target market of women business owners
- Build collaborative, profitable relationships
- Learn critical management skills
- Develop speaking and leadership abilities to take your business to the next level
- Impact legislation and public policy

### CONTACT A REPRESENTATIVE TODAY:

**President:**

Cheryl Patnick 609-466-2477

**Membership:**

Nancy Munn 609-462-1828

**Sponsorship:**

Cindy Carothers 609-213-2513



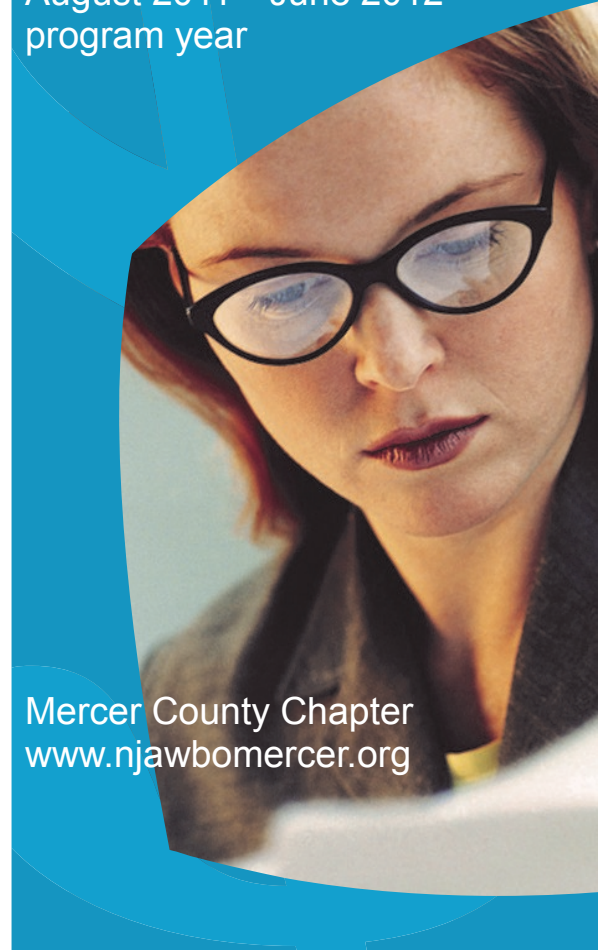
### Mercer County Chapter

Donna Peskin, VP  
Finance  
NJAWBO Mercer  
P.O. Box 7633  
Princeton, NJ 08540



*Spread your wings and  
grow with NJAWBO*

Calendar of educational events  
August 2011—June 2012  
program year



Mercer County Chapter  
[www.njawbomercer.org](http://www.njawbomercer.org)

For all events, please check our website—[www.NJAWBOMercer.org](http://www.NJAWBOMercer.org)—for the latest information on location, timing, topic, presenter, and registration. Also watch the site for regional expos, conferences, and other events as well as NJAWBO “Mastermind” Groups focusing on member businesses.

## Scheduled Events

### BREAKFASTS

**Wednesdays 8:00 a.m.**

**sharp to 9:30** at great regional NJ diners. Members and guests are encouraged to participate in informal, facilitated discussion.

●**AUG. 17:** *Bolstering Summer Business.* Americana Diner, East Windsor

●**OCT. 19:** *Creating & Polishing Business Procedures.* Jersey Girl Café, Hamilton

●**DEC. 14:** *Escape from Bright Shiny Object Syndrome.* Americana Diner, East Windsor

●**FEB. 15:** *Keeping Yourself Strong & Healthy.* Phrog Personal Training, Princeton

●**APR. 18:** *Keeping Ahead of the Curve.* Americana Diner, East Windsor

●**JUN. 20:** *Contract Do's & Don't's.* (TBD-Princeton)

### LUNCHES

**Thursdays 11:30 a.m. to 1:30 p.m.** at KC Prime Steakhouse, Lawrenceville. Network with other women business owners while discussing designated “Table Topics.”

●**OCT. 13:** *Differentiate*

*Your Business in a Sea of Competition.*—How do YOU stand out?

●**NOV. 10:** *Learning from Mistakes*—Ever made any? (lol) ... What did you gain from the experience?

●**JAN. 12:** *Getting Paid & Making Payments*—Both have to happen to stay in business.

●**MAR. 8:** *Web Tools We Love*—Using the Internet for collaboration, marketing, invoicing, and other tasks.

●**MAY 10:** *Dress for Your Success!* Tips from local experts to plan your summer wardrobe.

### DINNERS

**6:00 p.m. to 8:45.** Five evening opportunities for members and guests to learn from expert presenters in personal and business growth-oriented specialties.

●**THU., SEP. 8:** *Thinking Strategically for Growth*—Jeanne Gray, Founder, NJEntrepreneur.com. Ruth's Chris Steakhouse, Princeton

●**THU., DEC. 8:** *Laugh for Your Health*—Sherri Waryasz. DoubleTree Inn,

Princeton

●**THU., FEB. 9:** *Using Events for Business Building*—Lorraine Allen, SBDC. DoubleTree Inn, Princeton

●**WED., APR. 12:** *Grow Your Business By Selling Yourself.* Joe Himelfarb. Salt Creek Grille, Princeton

●**THU., JUN. 7:** *Using Barter to Grow Your Business.* Salt Creek Grille, Princeton

### MARKETING ROUNDTABLE

**8:15 a.m. to 9:45.** Hosted at business sites, small group discussions focused on marketing strategies and tactics.

●**WED., SEP. 21:** *Enhancing Your Website.* Regus HQ, 100 Princeton Overlook Center, Princeton

●**WED., NOV. 16:** *Being Heard in the Barrage of Constant Messaging.* 103 Carnegie Center, Princeton

●**WED., JAN. 18:** *Customer Satisfaction: Philosophy, Process, & Measurement.* Regus HQ, 100 Princeton Overlook Center, Princeton

●**TUE., MAR. 21:** *Approaching Marketing Strategically.* Regus HQ, 100



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Certified Public Accountants & Consultants  
[wgcpas.com](http://wgcpas.com)

Princeton Overlook Center, Princeton

●**WED., MAY 16:** *Effective Campaigns & Newsletters.* Regus HQ, 100 Princeton Overlook Center, Princeton

### EXPLORE NJAWBO

**Mondays 6:00 p.m. to 8:00.**

Introductory overview for new and prospective members—benefits and resources. Informal networking & light refreshments.

●**AUG. 1** NJ State Headquarters, West Windsor

●**NOV. 7** NJHQ, W. Windsor

●**FEB. 6** NJHQ, W. Windsor

●**MAY 7** NJHQ, W. Windsor

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NJ Association of Women Business Owners  
Empower • Engage • Energize