

04/10/2008

Verona-Cedar Grove

Times

Weekly Verona, N.J.

4397

GARDEN STATE

PRESS CLIPPING

Phone: 732-842-1616



Keep alive during a downturn

The next dinner meeting of the Essex Chapter of the New Jersey Association of Women Business Owners will be held from 6 to 9 p.m. Tuesday at Giambotta Restaurant in Cedar Grove. Soraya Morgan, president of Morgan Business Solutions, will present "Deadly Mistakes Business Owners Make during Economic Downturns and How to Avoid Them."

Morgan's presentation will focus on making attendees aware of business pitfalls that millions of entrepreneurs have made. Whether one is in the start-up stage or has been in business for years, this seminar will provide an understanding of what



Morgan

business owners may be doing to hamper their success. It will also provide a road map on how they can immediately avoid these pitfalls and build a healthy and prosperous business, even during economic downturns.

There will also be two NJAWBO sponsor spotlight segments.

David Rosa, managing partner

at Rosa and Castan Associates will present "Getting the Most of Your Company's Investment in Technology."

Proper selection and use of technology is key to the success of any organization. This presentation examines major elements of a technology strategy with a focus on improving an organization's productivity and bottom line.

Stephanie Sherman of the Partner Family Wealth Management Group, an investment adviser representative for Prudential Financial Planning Services, will discuss "Small Business Risk Management Financial Planning."

It will address the many facets of a client's financial life — uncovering opportunities for more effective coordination, finding areas that are out of balance with overall financial objectives, and surfacing issues that are jeopardizing financial security.

Similarly, Sherman will explain why business owners should consider risk management for their

business.

During the evening, attendees will each be given time to tell the group who they are and what they do. All business owners and managers in the area are welcome.

The price, which includes a three-course dinner, is \$35 for members and \$45 for nonmembers with advance registration, or \$5 more at the door. Giambotta Restaurant is located at 30 Pompton Ave.

Register online at www.whoscoming.com/njawboessex or call the NJAWBO Essex Hotline at 973-746-4404, option 3. Questions can be directed to Rosanna Imbriano at rimbriano@optonline.net.

NJAWBO is a not-for-profit organization that's mission is to provide tools for women business owners to compete in any marketplace, enabling them to operate a financially successful business. It is the largest statewide women business owners' organization in the United States.

For more information, visit 5.