

FOR IMMEDIATE RELEASE

September 13, 2012

### **NJAWBO Region 2 Dinner Meeting on October 16**

The next dinner meeting of Region 2 of the New Jersey Association of Women Business Owners (NJAWBO) will be held at Bar Cara, 1099 North Broad Street, Bloomfield, on Tuesday, October 16, from 6:00 to 9:00 pm. The topic for the meeting is *Networking for the Way You Want to be Remembered: Defining Your Networking Signature*, presented by Laurel Bernstein, president of Executive Coaching, a Bloomfield, New Jersey–based consulting and training firm focused on enhancing the performance and leadership skills for small business owners as well as “C”- and VP-level professionals. During her presentation, attendees will learn how they can more effectively craft a clear networking message that gets the perception they want and gives them their verbal signature.

Laurel Bernstein has interacted with coaching executives for almost two decades, while working in tandem with some of the most powerful management teams among New York’s corporate elite. Currently, she advises many small businesses, helping their owners evaluate their business models, strategic initiatives, and team development. She has an impressive track record of improving organizational effectiveness and individual achievements, which are the hallmarks of success. She had helped small business owners evolve the way they lead their businesses to keep up with the needs of the changing environment.

NJAWBO provides a forum for networking, professional development, and education for women business owners. During the evening, attendees will each be given time to tell the group who they are and what they do, and there will be ample time for networking. All business owners and managers in the area are welcome.

The price, which includes a delicious dinner, is \$35 for members and \$50 for nonmembers with advance registration (\$5 more at the door). Bar Cara is located at 1099 North Broad Street, Bloomfield, NJ 07003. For reservations, please register online at [www.whoscoming.com/njawboessex](http://www.whoscoming.com/njawboessex). For more information, contact Felicia Lucco at [felicia@mycyberpartner.com](mailto:felicia@mycyberpartner.com) or 201-258-4593.

The New Jersey Association of Women Business Owners, Inc. (NJAWBO) is a not-for-profit organization whose mission is to provide tools for women business owners to compete in any marketplace, enabling them to operate a financially successful business. NJAWBO is the largest statewide organization of women business owners in the United States. Its primary objective is to support and encourage business ownership by women. Networking, partnering, leadership, education, and political advocacy are the hallmarks of the NJAWBO experience. For more information on NJAWBO Region 2, visit [www.njawbo-region2.org](http://www.njawbo-region2.org).

[PHOTO ATTACHED SEPARATELY.]

**Caption:** Laurel Bernstein

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