



## Happy New Year From NJAWBO!



**SUBMITTED BY:**  
KATHLEEN B. CASHMAN  
NJAWBO ATLANTIC CAPE MAY  
SOUTHERN REGION  
PRESIDENT NJAWBO  
CASHMAN CONSULTING LLC,  
PRESIDENT  
Visit her online  
[www.cashmanconsultingllc.com](http://www.cashmanconsultingllc.com)  
[Kbcashman@cashmanconsultingllc.com](mailto:Kbcashman@cashmanconsultingllc.com)


*A New Year has come. Many of our members were glad to see 2010 move behind us. While it was a good year, it was a different type of business year.*


*The things that might have worked in the past were challenged. Every business person was challenged to think differently, do things differently*


and some how get a consistent result. We at NJAWBO applaud all of our members who have met the challenge.


### In an informal poll of our members, we asked what did you learn?

Here are some of the responses:

 I learned how to really challenge myself to not just say yes. It yielded better business decisions and better relationships.

 I learned to be better at my finances. It yielded better profit this year when sales were down.

 I learned to rely on my network more for support. It yielded better relationships and some new connections. I did not have to work hard, just reach out. NJAWBO was one place that was fantastic.

 I learned where to spend my time that would yield both the business benefit and the personal need to connect. NJAWBO was there. I went to other chapter meetings and met some really great women.

NJAWBO wants to be there for you as well. The Atlantic Cape May chapter is one of 13 chapters of great business women. As an organization and as a chapter we are looking for more great women to meet and

to work with. Our motto is think about what women business owner you can recommend first. If we don't know you are there, we can't share you as a resource.

As the Southern Region President, I work with 3 great chapters: Atlantic Cape May, Monmouth Ocean, Tri County (Gloucester, Burlington and Camden Counties). Each chapter holds various meetings at various times. For 2011 we will be holding some virtual meetings to meet the demands on time. We caution everyone about the virtual world. It takes a different type of networking skill to be successful navigating connections in the virtual world.

Atlantic Cape May will resume in person meetings in February. Look for our newsletter and visit our website: [www.NJAWBO.org/atlantic-capemay](http://www.NJAWBO.org/atlantic-capemay) Join us for the day and we hope you stay for the year.

We will be working with several other Women focused organizations to bring you education and connections and help you build and grow your business. We will host webinars, and seminars in the area and we want you to tell us what would help you.



- Leverage new media & technologies
- Discover smart growth resources
- Get great support & training
- Expand your network
- Find friendship & fun
- Think creatively
- Increase profits
- Work smarter

**Get Your Business on the Right Track  
Join NJAWBO Today!**

[www.njawbo.org](http://www.njawbo.org)

Give us a call (609)234-9223  
or send us an email  
[kbcnjawbo@aol.com](mailto:kbcnjawbo@aol.com).

We are looking for some great leaders to help us make this chapter and the organization as a whole the organization for Women Business Owners.

Make 2011 the year of your best business year! Let us help you get there.

Thank you to all of our members, long term and new, who have helped this Chapter of NJAWBO shine: Jane Ann Hart, The Chapter President, deserves special thank you for her dedication and commitment to the organization. She has lead a board filled with great business women and we thank them as well.

*To a great 2011!*  
**Kathleen B. Cashman**  
Southern Region President,  
NJAWBO



*Keep Your  
Business Growing!*

### NJAWBO MEMBER BENEFITS

There are many reasons to join NJAWBO. This is not your normal networking group! We are not a referral-based networking group, which means we don't require a formal passing of referrals and we do allow more than one business per industry to join. NJAWBO is about support and educating. There are many things you can get out of the organization.



Visit us at  
[www.njawbo.org](http://www.njawbo.org)  
for more information

#### NJAWBO's MISSION:

*It is Our Mission to provide tools for members to compete in any market place enabling them to operate financially successful businesses.*

#### Our Objectives

- To encourage and support business ownership by women
- To enable women business owners to network and conduct business with one another

- To offer ongoing training in business ownership, through programs and seminars offered by the State, Regions, and Chapters
- To increase the visibility and clout of women business owners, while furthering their influence and participation in the general business community
- To provide a legislative voice for women business owners at the Federal, State, and Local levels
- To interact with other business organizations