



PUT YOUR BUSINESS IN THE “SPOTLIGHT”

We are looking for Bergen Chapter members who would like to be featured in the chapter’s monthly newsletter – **we have 10 “Member Spotlight”** slots available on a “first-come, first-served” basis beginning in September 2011. Please send a two-paragraph description of your business and its services as well as **why NJAWBO membership is important to you or how it has helped you build your business! We would also like a profile picture (jpg) to include with your “spotlight.”** Your spotlight will appear in the order in which it was received. The Chapter Marketing Department reserves the right to edit information based on space availability. **Submit your information to Bernadette Flaim, VP Marketing, by email at organize@a2donline.com.**

In Case You Missed It . . .

April’s Networking at Noon event was full of rich information provided by Kim Keating, *Director of Marketing and Communications for Marsh McLennan*. Her topic, “Marketing on a Budget,” showed how to market your business affordably by effectively leveraging the talent and resources you already have on hand.

Kim shared that an unexpected opportunity early on to speak on behalf of Marsh McClellan at the event of an ancillary business provided a valuable opportunity to broadening her company’s prospective client reach. Her advice? “Provide information that is valuable to your audience (future prospective clients, perhaps?) Then, let the sponsoring organization take on the effort to market the event!” She also expressed how important it is to clearly define your target market and set a sales goal connected to each of your specific marketing activities to see if they should be repeated.

Members came away with a lot of practical tips to add to (or create) their own marketing plans. Thank you to member, Christina Murphy, also of Marsh & McLennan, for graciously providing the lunch venue and thanks to Panera’s Paramus, for providing the delicious sandwiches and salads.



Stephanie Mace,
VP Programming



Jill Rodriguez, Kim Keating &
Christina Murphy



Kim Keating, Director of Marketing and the
Communications for Marsh McLennan