

Vice President's Corner

Don't Let SAD Keep You from Enjoying the Changing Seasons

So many individuals look forward to the fall season. They like the colors of the leaves changing into their various hues. Some people annually travel to observe the fall foliage. Some of us become deeply depressed and sad during this time of year. As one who knows all too well how devastating this disorder can be, I am providing this brief description of Seasonal Affective Disorder, also known as SAD. My experience has been to remind myself of the season and begin to take preventive measures as soon as possible. Sometimes I forget, and it takes a few weeks before I realize why I am down.

Seasonal Affective Disorder is a depression that occurs usually in the fall and winter. In my case it happens every year. I have to begin to prepare my home and myself physically and mentally every year to get through the season unscathed. As with other forms of depression it occurs more often in women than in men.

The symptoms are no different than other forms of depression. Hopelessness, weight gain, inability to concentrate, loss of interest in hobbies or work, irritability, withdrawal from social events and friends, general unhappiness. SAD can sometimes be long-term. If you do not bounce back in a few weeks, seek the services of a physician.

Diagnosis can be made by asking a group of questions to determine your history and symptoms. It is also wise to have a physical examination to rule out other diagnoses; it may not be depression.

I have used light therapy, painted the main part of my house a buttercup yellow, and placed color (pillows, throws etc.) throughout the house. Music also helps to lift your mood. If you are on antibiotics, drugs for psoriasis, or antipsychotics, do not use light therapy. Your doctor may prescribe medication short-term to relieve your depressed mood.

The best outcomes are achieved when you start preventive measures early in the fall or early winter, before the symptoms of SAD begin. There are those who live with Seasonal Affective Disorder all their lives, and realize it is important to get early treatment. I am one of them.

—*Gwendolyn L. Evans, RNC-MLER, LNC; BPW/NJ Vice President*



*State Board Meeting
Saturday,
November 10*

*Sponsored by
Brookdale
Community
College &
Lincroft BPW*

*Breakfast Meeting
Look inside for details
& registration form*

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President's Message



Summer has come and gone, Indian summer is upon us, and we are charting new waters for our organization this year. Your Executive Board has planned an exciting November meeting with guest speaker Susan P. Ascher, author of *Dude, Seriously, It's Not all About You!* I'm sure you will read the article on page 4, so I won't go into detail here...but what a new beginning for us all!!

This summer has given many of you a chance to enjoy the wonderful weather, vacationing, spending time with family, and of course, working at your professions to maintain your positions. Other challenges have been thrown to or at us, and we have survived. We all have multi-tasked to death, and somehow managed to come out on top and smiling. Such women, I applaud you all! Do we get to relax and smell the roses...I hope so.

As we are coming up to the November elections please remember to VOTE! This is our right as American citizens. We need to promote who we believe in and keep our governments, national, state and local representatives doing their jobs, for what we believe in. If you have family away at college, be sure they are registered and do their absentee ballots. There are too many students that do not know that they can do the absentee ballots.

This year Rosalind Silletto and I were able to visit a few of our locals: Summit, Suburban Essex and BCW. We enjoyed meeting all the members, being a part of Summit's Scholarship award dinner, and an indoor picnic at Maryann Dorin's

home. We plan to be visiting the other locals throughout the year, as it is our personal commitment to our State organization to reach out to each and every member to express our commitment to BPWNJ.

A note to our local Presidents; kindly forward any information you want displayed on our website, www.BusinessandProfessionalWomenNJ.org to my attention at Cfriedland119@comcast.net and I will have it included for you. I will be the contact person for everything that goes on the web site. We discussed this process, and as soon as I receive your material it will be posted within 24 hours.

Enjoy fall and it's vibrant colors! I look forward to seeing you all on November 10th at our State Board meeting.

*Best,
Cyndy Friedland
BPW/NJ President*

HELP WANTED

We are in need of an individual that has a healthcare background to be our Team Leader for Women's Health. We know what a wonderful job Gloria Pierce did for us, and for sure those are big shoes to fill. However, we are looking for someone who can answer questions for us, give us updates on lifestyles, tips on what medications to take—or not take, prevention, and even holistic health. If you are interested in volunteering for this position, please email BPW/NJ President Cyndy Friedland at:

cfriedland119@comcast.net

or you may use our "Contact Us" box on the website.

Thanks!

The VOICE

Newsletter of

*Business & Professional
Women/New Jersey*

Published 3 times per year

Lauren Simeone Berman, Editor

LESimeone@verizon.net

BPW/NJ

BusinessandProfessionalWomenNJ.org

News from the Locals

BPW of Southern Ocean County is holding a Psychic Fair on Friday, November 2nd at Kristy's Casual Dining, 562 Route 9, Waretown, NJ. Entrance fee is \$5.00. The psychic fair will start at 6:00 pm, and will also feature various vendors, so if you want to get a start on holiday shopping, this is the perfect place for you! There will also be a 50/50 raffle.

If you or someone you know is interested in taking a vendor table, tables are \$10 for BPW members and \$35 for non-members. You can contact Rosalind Silletto, travelinstyle2011@hotmail.com for more information. We hope to see all our BPW sisters at the Psychic Fair. This is a fun evening for all. Proceeds will benefit BPWSOC's Scholarship Fund.

GO GREEN! Help us reduce paper consumption AND save money! Please add your name to the growing list of BPW/NJ members and friends that receive their Voice by email. Please send your name, Local Organization name, and complete email address to LESimeone@verizon.net —Thank you!



"Crafts by Lucy"

Lucy M. Tarangelo
33 Rosewood Terrace
Bloomfield NJ 07003
973-743-4589

E-Mail: LucyLopesT@aol.com

Baby blankets, afghans, fun fur scarves,
hats, kitchen towels and wedding pillows

Check Out BPWNJ's New Web Site!

www.BusinessandProfessionalWomenNJ.org



Fall is a great time to plan a Long Beach Island Vacation.

Contact me for your 2013 LBI Rental Property!

(Oceanside Realty has the largest selection of rentals)

Or if you are looking to purchase your own private

Beach House, I service LBI with Rentals & Sales

as well as surrounding areas of Ocean County

*** * Cynthia T. "Cyndy" Friedland * ***
OCEANSIDE REALTY

212 N. Long Beach Blvd., Surf City, NJ 08008 or
7100 Long Beach Blvd., Harvey Cedars, NJ 08008

Cell 609-290-5040

Email at Cyndyonlbi@comcast.net



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Email: travelinstyle2011@hotmail.com
Home: (732) 961-6435 • Cell: (908) 907-0682

Career Development Seminar

Susan P. Ascher—Transformations: Reinventing Yourself Post-Career or Following One of Life's Upsets

Susan P. Ascher is President and CEO of The Ascher Group, an award winning national consulting firm, and Founder of its new millennium division, The Sphere of Excellence in Communication™.

Susan is a speaker, author and mentor to thousands. Susan's programs have helped countless corporations and individuals raise the bar in communications, teamwork, and customer service. Her programs range in scope from effective writing and speaking to protocol awareness. Susan's style is direct, authentic and powerful. She charms and disarms sometimes serious, sometimes humorous, always results-oriented.

Susan's book *Dude, Seriously, It's Not*

All About You!, is a humorous rant on how communications and protocol have forever changed how we connect and interact with coworkers, friends and family in The New Millennium. From etiquette to filters, to the simple "please," "thank you," and "I'm sorry," the author addresses how we can differentiate ourselves and DARE to stand out from the ordinary in the 24/7 nanosecond world in which we live. This book is a by-product of the timely need for better communication in the workplace and in life.

A sought-after national media resource, Susan has been interviewed on Bloomberg, ABC, NBC, CNBC, News 12 and My9TV and is a frequent commenta-

tor on TV 8 in Vail, Colorado.

Susan presents workshops at universities throughout the country. She has been published in *Forbes Magazine*, *Crain's New York Business*, *The Star-Ledger*, *NJBIZ* and *New Jersey & Company*. The Ascher Group is an INC 500 company. In addition, Susan has been a three-time finalist for Ernst and Young's Entrepreneur of the Year Award, and has been named Small Business Person of the Year. Susan's most recent award was being honored as one of the Top 25 Leading Women Entrepreneurs in the State of New Jersey.



Directions to Brookdale Community College Lincroft Campus

From North or South Jersey, use the Garden State Parkway. If you're driving from North Jersey be sure to use "Local Exits" lanes after the Raritan Bridge, NOT "Express" lanes.

Southbound: To avoid the congestion of Exit 109-Red Bank, you can use Exit 114. Keep right - pay the toll -and make a right onto Red Hill Road. Then make a left at the next light onto Crawford Everett Road. (St. Catharine's Church). Follow to the end - and at the T make a left onto Route 520 (Newman Springs Road). Head East on Route 520 past Christian Brothers Academy (on the

left) and Thompson Park (on the right). Brookdale will be on your right - look for our red sign at the roundabout.

If you use Exit 109-Red Bank: at the bottom of the exit ramp, turn right onto Route 520 West (Newman Springs Road). Stay west on Route 520 about two miles; the College entrance is on the left just past the town of Lincroft.

Northbound: Use Exit 109-Red Bank and merge to the far left at the bottom of the Exit ramp. Make the left onto Route 520 West (Newman Springs Road). Stay west on Route 520 about two miles, through the town of Lincroft; the College entrance is on the left.

From Western New Jersey: take Route 33 towards the Halls Mills Road - NORTH exit. This becomes

Kozloski Road; follow north `til the intersection with Route 537. Turn right and continue east on 537 until it intersects with Route 34. Turn left onto Route 34 North. At the next traffic light, turn right onto Phalanx Road; stay on Phalanx about 3 miles. The entrance to Brookdale will be on the left after crossing the Swimming River Reservoir bridge.

From Route 18 North: Exit at 15A-Wayside Road. Follow to Route 537 to Laird Road to Phalanx Road where you will see the college Entrance on the left after the Reservoir.

From Route 18 South: Use the Route 520 East exit and follow to the College.

**Once at Brookdale:
Warner Student Life Center
Parking in Lots 6 and 7**

BPW/NJ's Annual Conference—May 5, 2012

The 93rd Annual Conference of BPW/NJ took place on May 5. It was an enjoyable daytime event that included the annual Awards Luncheon, at which we honored our Women of Achievement for the tenth year in a row, as well as five deserving scholarship recipients. Our Women of

Achievement this year were Risa Clay, Principal of Red Bank Regional High School, and Lucy Tarangelo and Jean Battersby, BPWNJ Members of the Year.

The women that received scholarship awards for education were Melissa McDough, Jenell Menella, Renee Forrester

and Larizza Lopez. In addition, a scholarship award was granted to Deborah Olivi for equipment.

We also inducted our new officers: Cyndy Friedland, President; Gwendolyn Evans, Vice President; Rosalind Silletto, Secretary; and Mary Lee Gilmore, Treasurer.



Woman of Achievement Risa Clay stands with Past State President Penny Miller.



Lucy Tarangelo and Jean Battersby (Suburban Essex BPW) shared the spotlight as our BPWNJ Members of the Year. These two work together to create furry fun knitted scarves to raise money for SEBPW and BPWNJ scholarships. The scarves are available at most Board meetings. Come check them out!



BPWNJ Officers for 2012-2013 (l to r): Gwen Evans, Vice President; Rosalind Silletto, Secretary; Mary Lee Gilmore, Treasurer; and Cyndy Friedland, President, along with outgoing President Jeanne Jameson.



2012-2013 BPW/NJ DIRECTORY

STATE OFFICERS, MANAGEMENT TEAM LEADERS, COMMITTEES, LOCAL PRESIDENTS & MEETING INFORMATION

STATE WEBSITE

BusinessandProfessionalWomenNJ.org

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cfriedland119@comcast.net

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gshrimp@aol.com

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Penny Miller

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momlbi@yahoo.com

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ARCHIVIST

Position to be filled.

INDIVIDUAL

DEVELOPMENT

Position to be filled.

INTERNET

COMMUNICATIONS

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gporanski713@yahoo.com

THE VOICE

Lauren Simeone Berman

PO Box 224

Hightstown, NJ 08520

609-426-4490

lesimeone@verizon.net

WOMEN'S HEALTH

Position to be filled.

LOCAL ORGANIZATIONS

BCW

Geraldine Poranski

732-686-9413

gporanski713@yahoo.com

Bi-monthly, various locations

EAST BERGEN

Barbara Faison

201-833-0277

befaison@aol.com

1st Tuesday, call for meeting location

LINCROFT

Gwen Evans

732-431-4245

gshrimp@aol.com

Call for meeting information

MIDDLEBROOK &

NEW BRUNSWICK

Shirley Meyers

732-572-3882

shirleymeyers73@yahoo.com

3rd Tuesday, Ellery's Restaurant, Middlesex

SOUTHERN OCEAN COUNTY

Penny Miller

609-978-8638

momlbi@yahoo.com

www.bpwsoc.org

2nd Tuesday, Kristy's, Waretown

SUBURBAN ESSEX

Lucy M. Tarangelo

973-743-4589

LucyLopesT@aol.com

3rd Tuesday, Job Haines Home,

Bloomfield

SUMMIT

Siobhan Creem

creem@att.net

www.summitbpw.org

3rd Monday, check web for location

TRI-TOWN

Pres.- Maria Vicchiarello

VP - Anna Ricciardelli

201-939-2969

annaroseriacci@yahoo.com

4th Thursday, call for meeting location

Important Dates 2012-2013

October (date to be determined)

Teleconference meeting

Sat., November 10, 2012

Board meeting

Sat., January 19, 2013

Exec. Committee meeting

Sat., February 16, 2013

Board Meeting

March, 2013

Women's History Month

Sat., April 13, 2013

Exec. Committee meeting

Sat., May 18, 2013

94th Annual Conference

Sat., May 18, 2013

11th Annual Woman of Achievement Event

Business & Professional Women / New Jersey Inc.

STATE BOARD MEETING

SPONSORED BY BROOKDALE COMMUNITY COLLEGE & LINCROFT BPW

Saturday, November 10, 2012

*Twin Lights Room
Warner Student Life Center
Brookdale Community College
765 Newman Springs Road
Lincroft, NJ, 07738
(732) 842-1900*

*Registration: 8:00 am – 9:00 am
Continental Breakfast: 8:00 am – 9:00 am
Business Meeting: 9:00 am – 10:30 am
Speaker: 10:30 am – 12:00 pm*

Susan P. Ascher, Author and Leadership Coach, on reinventing oneself post-career or after a major life-change. Followed by a book signing.

DEADLINE FOR RESERVATIONS IS November 3, 2012

PLEASE NOTE: There will be a \$5.00 LATE CHARGE for registrations postmarked after 11/3/12.

.....

Name _____
Last First Middle

Street _____

City _____ State _____ Zip _____

Home Phone _____ Business Phone _____

Local Organization Name _____

- () *Breakfast and Board Meeting* \$ 25.00
 - () *Board Meeting Only* \$ 5.00
 - () *Late Fee (postmark after 10/22)* \$ 5.00
- Enclosed is my check for \$ _____
- (Make checks payable to: BPW/NJ)**

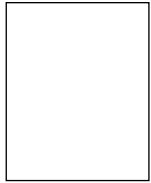
Please send reservation form and payment to:
Mary Lee Gilmore, BPW/NJ Treasurer
29 West Hillsdale Avenue
Long Branch, NJ 07740
732-229-7649
rdblue858@aol.com

Please check appropriate box: <input type="checkbox"/> State Officer <input type="checkbox"/> Local Org. President <input type="checkbox"/> Committee Chair <input type="checkbox"/> Management Team Leader <input type="checkbox"/> BPW Member <input type="checkbox"/> Guest
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*Business &
Professional Women
New Jersey*

Lauren S. Berman, Editor - The Voice
P.O. Box 224
Hightstown, NJ 08520



*State Board Meeting
Saturday, November 10, 2012
Brookdale Community College
Lincroft, NJ*

**Business & Professional Women
of Southern Ocean County**

PSYCHIC FAIR

**Friday, November 2, 2012
Starting at 6:00 PM
at Kristy's
562 Route 9, Waretown, NJ
www.kristyscasualdining.com**

**Vendor Tables Available:
\$10 for BPW Members • \$35 Non-members**

**For More Information, Visit Us at
www.BPWSOC.org or
Contact Roz at
travelinstyle2011@hotmail.com**

Proceeds benefit BPWSOC's Scholarship Fund

**ADVERTISE YOUR BUSINESS
IN THE VOICE**

Don't get left out! Advertise in BPW/NJ's newsletter. Reach your market of professional business women throughout New Jersey. Three publications per year: September, January, and April. Submit camera-ready materials to: Lauren S. Berman, Editor • P.O. Box 224 • Hightstown, NJ 08520. Send electronic files via email to lesimeone@verizon.net For info call 609-426-4490.

Rates per issue are as follows:

<i>Bus. Card 3.5" x 2"</i>	<i>\$10.....Member</i>
	<i>\$15.....Non-member</i>
<i>Quarter Page 3.5" x 4.5"</i>	<i>\$25.....Member</i>
	<i>\$35.....Non-member</i>
<i>Half Page 7.5" x 4.5"</i>	<i>\$40.....Member</i>
	<i>\$65.....Non-member</i>
<i>Full Page 7.5" x 10"</i>	<i>\$60.....Member</i>
	<i>\$90.....Non-member</i>

Deadline for payment and submission of camera-ready art:
January 2013 Issue 12/31/12; **April 2013 Issue** (Call to Conference) 3/10/13

BPW - The Voice of Working Women