

BPW— Let's Get the Word Out!!

by Susan Mennella, BPWNJ
Communications & Marketing Chair

As a long time member, I often think that BPW is one of the best-kept secrets. We can change that by getting the word out online and in print media. The best part is all of this is free!

It is an honor and a privilege to be serving BPW/NJ this year as your Communications & Marketing Chair. We got some wonderful coverage this summer and we plan to continue our efforts. How can your local take advantage of this free coverage? Here are some suggestions:

1. Send our State President information about what your local is doing. She will pass it on to our web master and have it posted on our website (www.bpwnj.com)
2. Create an account on Patch.com (www.patch.com). This is a hyper-local online news site that has developed a large following with a presence in many New Jersey communities. If you need assistance in doing this, contact me. I can help.
3. If you are on FaceBook, Twitter or other social media sites, post about BPW.
4. Submit press releases – it is so easy in this 21st century world. Go to your local paper's site. Usually in the Contact Us section you will find the name of an Editor that you can email a press release to. For weekly papers you usually need to send in your information at least a week in advance of publication. Also,



most print newspapers have a way for you to post your news online too.

5. Post your meetings on online calendars. Most newspaper sites, local radio sites and online news sites have calendars that you can post your events on. Remember to include www.nj.com – a statewide site and Patch.com.

Press releases should promote BPW activities, or the accomplishments of your members. Press releases should not be promoting a business. However, it is fine to submit a press release about a member's promotion at work, or if a member's business has done charitable work it is acceptable to promote the charitable work in a press release. Be creative—our members are out there doing wonderful things—let people know about it and mention the BPW affiliation in the release. When you submit any press release always mention BPWNJ and include our website.

I have one request: please send me the names of your local print or online media sources. I will make a point to submit to these sources. My email is smennella@verizon.net.

Feel free to contact me via email (smennella@verizon.net) or by phone (973-822-2743) with questions or suggestions.

I look forward to seeing you at the October State Board meeting!

**State Board Meeting
Saturday,
October 26
Monmouth University
Magill Commons,
Club Dining Room
W. Long Branch, NJ
Breakfast Meeting
Look inside
for details &
registration form**

In This Issue

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- Lobby Day in Trenton
- 2013-2014 Leadership Directory & Calendar
- News from the Locals
- May 2013 Annual Conference Photos

....and more!

President's Message



I am very much looking forward to our October meeting! We have talked about a focus and direction for us to put our efforts into for this year, and that decision is to get involved statewide with the Coalition Against Human Trafficking. At a seminar held for volunteer Training for Hotel Outreach, I got more information on how BPWNJ can get involved. This will take a few hours from each of us, with the hopes of helping young girls and boys find their way out of this horrible way of life.

The target will be to inform hotels in several areas that the Coalition is willing to send a representative to speak with the hotel manager, set up training for their employees, and explain what to look for. This will help the employees recognize indicators that would help identify victims. This is the crux of what we can do to help save lives of individuals that are caught in this terrible way of life.

We as women have different instincts and can sometimes spot an individual in difficult situations. Our antennas are working all the time to resolve situations in business, with our families, and with our friends. What does it take to apply these inborn skills to the Human Trafficking cause? With the correct training we can assist in this worthy outreach to young boys and girls that are in need of help. We are not aiming at prostitution but at teens that are living in slave-like conditions with no way out of the trap they are in.

At the seminar I had the privilege

to meet and spend some time with Sally Goodson, who is the President of the AAUW, and Ginny Lyttle, also a member of AAUW. We talked about the Coalition and also how we could work together in the future. There is a lot we can do, and hopefully we will be able to work together on other projects. Hopefully Sally will be able to join us at our October meeting.

Let us all dedicate a few hours of our time to work in tandem with the Coalition to save lives. There are avenues for these individuals to start a safe and new life... let's extend our knowledge and time to do this together.

Looking forward to seeing you all at our October 26th meeting at Monmouth University.

Cyndy Friedland
BPW/NJ President

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BPW/NJ

BusinessandProfessionalWomenNJ.org

Worth a Click! — <http://beta.congress.gov/>

CONGRESS.GOV United States Legislative Information

SEARCH INFORMATION ABOUT THE UNITED STATES LEGISLATURE

Congress.gov is in an initial beta phase with plans to transform the Library of Congress's existing congressional information system into a modern, durable and user-friendly resource with a strong technical infrastructure. Eventually, it will incorporate all of the information available on THOMAS.gov — the original website created by the Library of Congress to provide complete legislative information from the United States Congress.

On Congress.gov, you can find information such as: Legislation (searchable by bill number

or topic); *The Congressional Record*, a substantially verbatim account of remarks made during the proceedings of the House and Senate; Committee Information & Reports; and Profiles of Members of Congress. Also featured is "The Legislative Process," designed for the general public, this section contains fun and educational videos that provide a basic outline of the steps involved in the legislative process.

You can also get search tips, and help with legislative and legal research. Check it out!

News from the Locals

Middlebrook BPW Oldies Dinner Dance

**Friday, November 8, 2013, 7 PM - 11 PM
Holiday Inn, 195 Davidson Ave., Somerset, NJ**

*Tickets are \$50.00. Please call Shirley Myers at 732-572-3882 for tickets. Join us to dance or listen to the tunes of the 60's, talk about the good old days and have a scrumptious meal as well. This is our scholarship fundraiser. **Please plan to come and support us!***



**Southern Ocean County BPW
September Networking Meeting**

BPW/NJ Annual Conference

On May 18th, 2013 we "Spread Our Wings" at the 94th Annual Conference of BPW/NJ. The Conference took place at Monmouth University, and included something of value we could all take home with us: a lively demonstration of self-defense techniques, presented by Dr. Webster Trammell.



Dr. Webster Trammell demonstrates a variety of simple self-defense techniques.

At the annual Awards Luncheon we presented monetary awards to six deserving scholarship recipients. Mary L. Johnston Scholarships were awarded to nursing students Gladys Ramos Colon and Leanne Kiernan; Caitlin Michels, who is pursuing a career as a nurse anesthetist; and Monika Evans who is

"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

HELP WANTED

We are in need of an individual with a health background to be our Team Leader for Woman'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 in need of someone who can answer questions for us, give us updates on life styles, tips on medications, preventative measures and even holistic health. If you are interested in volunteering for this position, please email Cyndy at cfriedland119@comcast.net or you may use our Contact Us box on the website.



Past President Patricia Wittek installs 2013-2014 Officers (from right to left): President Cyndy Friedland, VP Gwen Evans, Secretary Rosalind Silletto, and Treasurer Penny Miller.

going for a degree in radiology. Two Mildred A. Butler Career Development Awards were also given, to Bernadette Girello for her Paws Party pet treat business, and to Jill Mennella who is starting her own business as a personal trainer.

The 2013-2014 BPWNJ Officers were installed, and we collected non-perishable food for non-profit Open Door.

Women's Lobby Day in Trenton

By Ellen Byrne

Women's Lobby Day in Trenton took place on Thursday, June 20th this year. It was headed by AAUW, with a strong presence of Planned Parenthood and the League of Women Voters. BPWNJ was represented by Ellen Byrne.

Sen. Loretta Weinberg (D)—District 37 has several bills in committee, and that afternoon they were coming up for vote. One in particular, S-2825, is an appropriations bill asking for \$7 Million dollars from the State to reopen several Planned Parenthood locations that had been closed due to spending cutbacks, locations that had expected to be subsidized by NJ state funds.

Part of the procedure for a bill to become a law is that the bill is read and sent to committee three times before being put up for final vote. This appropriations bill was going for the third reading. Following the reading there was discussion, and two Senators spoke



Senator Richard J. Cody, (D)—District 27, speaking to members of the NJ Women's Lobby Day in the Senate building.

in favor. Several also spoke against it. The main objection was the amount of funding. This appropriation had been addressed in the 2013 Budget, but was "red lined" by the Governor during the budget revisions after Hurricane Sandy. After further discussion there were enough votes in favor; the bill finally did pass the third reading and was sent back to committee.

It is worthwhile to note that during the discussion period, one female Senator reported that her office had not received any input, negative or positive, from her constituents regarding the issue. She



Women rally outside the NJ Senate building to hear Senate President Stephen M. Sweeney, (D)—District 3, introduce Senator Loretta Weinberg, (D)—District 37, at Women's Lobby Day Trenton.

said that she relies on and reacts to that input and therefore, although she had voted in favor of the bill in the previous two readings, she would be voting negatively this time. This underscores the importance of our mission in BPW: making women aware of the issues, and to advise our legislators of our concerns.

BPWNJ will take part in future Lobby Days in Trenton, and we hope that you will be able to join us and be heard. We CAN and DO make a difference.

HOT flashes

Hot Flashes are courtesy of former Women's Health Team Leader Gloria Pierce—keeping us well by keeping us well-informed.

♀ Bottles of Tylenol sold in the U.S. will soon bear red warnings alerting users to the potentially fatal risks of taking too much of the popular pain reliever. The warning will appear on the cap of each new bottle, making it explicitly clear that the over-the-counter drug contains acetaminophen, the nation's leading cause of sudden liver failure. It is designed to grab the attention of people who don't read warnings in the fine print on the product's label, according to company executives.

Overdoses from acetaminophen send up to 80,000 people to the emergency room in the U.S. each year and kill at least 500. Acetaminophen can be found in more than 600 common over-the-

counter products used by nearly one in four American adults, including brands like Nyquil, Excedrin and Sudafed.

Tylenol is the first of these products to include such a warning label on the bottle cap. McNeil says the warning is a result of research into the misuse of Tylenol by consumers.

Source: Matthew Perrone, The Associated Press, August 29, 2013

♀ Health Tip: It's important to wash all produce before you eat it, even those items you will peel first. The U.S. Department of Health and Human Services' foodsafety.gov website offers this advice about washing produce: Hold it under running water. There's no need to use detergent or other cleansers. If you find any bruised or damaged spots, cut them out. For firm pieces of fruit or veggies, such as mel-

ons or cucumbers, scrub them with a produce brush. Use a clean cloth or paper towel to dry.

Source: healthfinder.Gov, September, 6, 2013

♀ Diabetes in Focus—Higher diabetes risk seen with increased red meat intake. Data from the Health Professionals Follow-up Study, the Nurses' Health Study and the Nurses' Health Study II showed people who ate an additional half a serving of red meat daily for four years had a 48 percent higher risk of developing type 2 diabetes over the following four years. Conversely, cutting back on red meat consumption by more than half a serving per day helped reduce the risk of diabetes by 14 percent, the study in JAMA Internal Medicine found.

Source: Bloomberg, June 17, 2013. Diabetes Pro Smart Brief, American Diabetes Association



BPWNJ Board Meeting - Informational Program

Sister Patricia Daly, on Human Trafficking

Human Trafficking, as defined in the United Nations “Palermo Protocol of 2000” by the UN Global Initiative to Fight Human Trafficking, involves the recruitment, transportation, transfer, harboring and/or receipt of a person. It

can include the threat or use of force, deception, abduction, the abuse of power or a position of vulnerability, or other form of coercion. Its purpose is exploitation, which can include the prostitution of others, forced labor, slavery or servitude.

(Source: Interfaith Center on Corporate Responsibility - Human Trafficking Investor Statement—June 27, 2011)

Patricia Daly is a Dominican Sister from Caldwell, NJ. She has worked in Corporate Responsibility and Socially Responsible Investing for 35 years. She serves as the Executive Director of the Tri-State Coalition for Responsible Investment, an organization of 40 Roman Catholic Dioceses and Congregations of Women and Men in the NY metropolitan area. Pat represents these institutional investors to the national Interfaith Center on Corporate Responsibility: 275 Roman Catholic, Protestant and Jewish organizations holding more than \$110 billion in investments. For over two decades, members of the ICCR have been pressing businesses to scrutinize their supply chains and operations to ensure that they are not inadvertently complicit in human rights violations, specifically, violations associated with human trafficking and modern day slavery, including child labor, forced labor and slave labor.

Pat is the Corporate Responsibility Representative for the Sisters of St. Dominic of Caldwell, and consults for the American Baptist Churches in their Socially Responsible Investment Program.

Over the years Pat has negotiated with companies on issues of human rights, labor, ecological concerns, militarism, equality, health and tobacco, and international debt and capital flows. She has played a role in forcing General Electric to pay for a clean-up of the Hudson River, positioning the agenda of global warming into the priorities of Corporate America, and is a founder of Campaign ExxonMobil: calling this oil giant to task on matters related to climate change.

Pat has worked to encourage investors to participate in the work of their companies and continues to mentor people in effective strategies for systemic change. She has lectured internationally and has been featured in a variety of news outlets including The New York Times, CNN, 60 Minutes, The Star Ledger and NPR.

Don't miss this informative and important program, which will begin at approximately 10 AM.

Trafficking at the Super Bowl

Project Stay Gold is a student movement to abolish modern-day slavery. This includes human trafficking, which has been a common occurrence at past Super Bowls. In 2014, Super Bowl XLVII is coming to the MetLife Stadium, NJ, and Project Stay Gold has created a movement against human trafficking at the Super Bowl, called "Not On Our Turf." Sign this petition to show that you support Project Stay Gold's movement for a traffic-free Super Bowl! For more info, visit www.projectstaygold.org or www.notonourturf.com



Looking for a getaway? Long weekend at the beach, family Thanksgiving at the beach, celebrating Christmas or New Year's at the beach? I can assist in providing a perfect beach house for these occasions. Long Beach Island has rebounded and is awaiting your visit! It's not too early to plan for your 2014 vacation, family reunion or your private vacation at the beach. LBI is alive and well, waiting for your visit!

**** 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: CyndyonLBI@comcast.net

Directions to Monmouth University

1.) From the Garden State Parkway: Take Exit 105. Follow ramp onto Rte. 36 East. Continue on Rte. 36 East about three miles to Route 71 South. Go about one mile; Route 71 forks left and becomes Cedar Ave. Follow Route 71/ Cedar Ave. for about 1/2 mile. Continue on 71 South past the traffic light for Larchwood Ave. Proceed past the first entrance to the University, which is on your right. About 200 feet past the first entrance, turn right at the wrought iron gates and go up the main driveway. Visitor parking (Lot 11) is on the left, slightly past Wilson Hall.

2.) From the South via NJ Turnpike: Turnpike North to Exit 7A. After the toll, take I-195 East to Shore Points. Approaching Belmar, I-195 becomes NJ Rte. 138. After crossing the GS Parkway, exit right to NJ Rte. 18 North, Eatontown. Take the Deal Rd. exit and drive east to the intersection at Monmouth Rd. Turn left and proceed to the third traffic light, which is Cedar Ave. Turn right onto Cedar (also marked NJ Rte. 71 South). Follow Rte. 71/Cedar Ave. for about 1/2 mile. Continue on 71 South past the traffic light for Larchwood Avenue. Proceed past the first entrance to the University, which is on your right. About 200

feet past the first entrance, turn right at the wrought iron gates and go up the main driveway. Visitor parking (Lot 11) is on the left, slightly past Wilson Hall.

3.) From the North via NJ Turnpike: Take Turnpike South to Exit 11 (Garden State Parkway South). Take Exit 105 and follow directions outlined in #1 above.

From Trenton and Points West: Take I-195 East, and follow directions outlined in #2 above.

From the Freehold Area: Take US Route 9 South to I-195 East. Follow directions outlined in #2 above.

Business & Professional Women / New Jersey Inc.

STATE BOARD MEETING • SATURDAY, OCTOBER 26, 2013

Monmouth University
Magill Commons - Club Dining Room
400 Cedar Ave., West Long Branch, NJ 07764
732-571-3400

Registration: 8:00 – 9:00 am
Breakfast: 8:00 – 9:00 am
Meeting: 9:00 – 12:00 pm

DEADLINE FOR RESERVATIONS IS OCTOBER 19, 2013

PLEASE NOTE: There will be a \$5.00 LATE CHARGE for registrations postmarked after 10/19/13.



Name _____

Last

First

Middle

Street _____

City _____ State _____ Zip _____

Home Phone _____ Business Phone _____

Local Organization Name (or Member-At-Large) _____

- () *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:

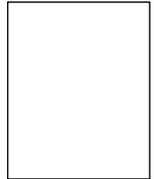
Penny Miller, BPW/NJ Treasurer
267 Serpent Lane, Manahawkin, NJ 08050
609-978-8638
momlbi@yahoo.com

Please check appropriate box:

- () State Officer
- () Local Org. President
- () Committee Chair
- () Management Team Leader
- () BPW Member
- () Guest



*Business &
Professional Women
New Jersey*



Lauren S. Berman, Editor - The Voice
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Saturday, October 26, 2013
Monmouth University
Magill Commons - Club Dining Room
West Long Branch, NJ*

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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:

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

Deadline for payment and submission of camera-ready art:
January 2014 Issue - 12/20/13; **April 2014 Issue** (Call to Conference) - 3/30/14

BPW - The Voice of Working Women