

## Call to Conference | 2013

### Spreading Our Wings

*Try Something Different—  
Join Us for the Day  
on May 18th!*



## 10 Tips to Increase Membership

*Every club should have a good mix of membership strategies for retention and to increase growth. The start of a new year is a good time to evaluate your membership plan.*

### 1. Exude a warm and welcoming attitude

A warm and welcoming executive can translate into a warm and welcoming club. Your executive needs to take a pro-active approach in meeting and greeting potentially new members. The president, in fact, should stand at the door, and shake the hand of members and guests as they come in for your monthly meeting. It can be hard for people to walk into a roomful of people they don't know. Introduce yourself, take an interest in them, and introduce them to other members.

### 2. Make everything you do a "media event"

Now that digital cameras are so easy to use, take a picture at all your events - your keynote speaker at the monthly meeting,

your new member inductions, when you meet with your politician - and send it to your local newspapers. Newspapers, especially weeklies, are always looking for items of local interest.

### 3. Want to get the media more interested in what you're doing?

Invite a local journalist to speak at your meeting. When the club invited the assistant managing editor of the local newspaper, she not only spoke about her life in the media but also gave us tips for ways to get better media coverage. She also took the business cards of everyone there, and wrote profiles of several business-owning members.

### 4. Get to know your members

Make sure your executive, including the Membership Secretary and her committee, makes a special effort to get to know each member by name. This can be a challenge, as your group grows, but it is essential. A member needs to feel that he or she is a valued part of the club, regardless of how much service or volunteer hours are contributed.

### 5. Set up a club website

People increasingly expect an organization to have a website. Online search has become the most common and easiest way

*(continued on page 2)*

## BPWNJ 94th Annual Conference

**Saturday,  
May 18, 2013**

**Monmouth University  
Magill Commons,  
Club Dining Room**

**W. Long Branch, NJ**

## In This Issue

- *Annual Conference  
Registration Form and  
Conference Schedule*
- *2013-2014 Candidates for  
State Office*
- *Professional Development  
Seminar*
- *Scholarships*
- *Wage Gap Persists*

## President's Message



This year has really gone quickly for all of us. Ms. Sandy left her mark in so many different ways it is difficult to capture exactly how long it has taken us all to pull through and get to the other side of the aftermath. This storm certainly affected all of us, from being displaced from our homes to volunteering our time to clean out flooded homes and assisting with relocation of families. A message I personally have received throughout this experience is one of humility. No matter what we have done to help, it doesn't seem like it's enough. We try desperately to give comfort to those around us to help them rebuild spiritually, emotionally and physically, and as sisters we have reached out to those who needed our support. Hopefully these sisters have regained their strength by now and are settled. Our prayers in all ways are for their safety and strength.

Our plans for BPWNJ have been on hold for quite some time. I am looking forward to hearing from each Local on May 18th

as to plans for our next year and what they are going to contribute to our State organization. Fundraising efforts for our Scholarships can use some fresh ideas and participation. It will be a topic we need to share at the Conference.

Penny Miller has assured me that our guest speaker for Conference will be very informative and of great interest to all. Fill out and send in your registrations to attend the day's meeting with our members. Monmouth University is a great location for our Conference, and thanks to Mary Lee Gilmore we are able to utilize this facility for our meetings. Be a contributor and part of our Conference and organization...join us all for the day.

Looking forward to seeing you all on May 18th.

—Sincerely, Cyndy Friedland

## Memorial Service

*BPWNJ honors those members of our organization who have passed away since our last Conference.*

*A Memorial Service will be held at the opening of our Conference, conducted by Carol Lieber, of BPW Southern Ocean County.*

*Please send a name and a short bio for each member of your local who passed away this year to:*

*Carol Lieber via e-mail at  
Mopmopl@aol.com*

*Let us not forget these members who have done so much for BPWNJ.*

### ***(10 TIPS - continued from page 1)***

to research an organization for more information. You want to ensure that you are not missing out on valuable exposure online. Setting up a club website is also a valuable resource to your members, who need to find timely club information quickly and easily. A web based system such as ClubRunner makes it easy for your club to have a professional website in addition to communication tools, and is very affordable for non-profits.

#### **6. Get new members involved on committees and special projects**

Ensure that members are aware of what your committees are, and encourage them to get involved. A wide variety of skills and talents are needed to run a successful club, and everyone's contribution is needed. Use your club website to feature all the committees and what they do.

#### **7. Have a membership contest!**

Any member who brings in a new member during the year has their name put into a hat. The drawing is held in April, and the winner gets their

membership dues for the coming year reduced by half! There can be various takes on this – maybe the member who brings in the most members during the year gets a free membership the following year. The key issue is that your membership grows as a result of a collaborative effort.

#### **8. Send postcards to local businesses**

Use postcards as a promotional tool. If you see an article in your local newspaper about a new business or about a person who has a special appointment or achievement, send them a postcard with congratulations and invite them to come to a meeting. Better yet, invite them to join the club. Many people might believe your club is exclusive and would find it a great honor.

#### **9. Challenge every member to bring a friend to at least one meeting per month**

Ask one guest to provide a short comment toward the end of the meeting about what

they thought about the meeting. This will give you a good indication whether they are a potential member. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest at the beginning of the meeting that these comments will be requested at the end so the guest is not caught off-guard.

#### **10. Make use of other organizations in your community to "spread the word" about your club**

Service clubs, networking organizations, and professional associations are always looking for speakers. Most municipal councils are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your organization. 🍷

# 2013 Call to Conference

This issue of The Voice comprises the official call to the 94th Conference of BPWNJ, to be held at Monmouth University, West Long Branch, NJ, on May 18, 2013. The Annual Conference is held for the purpose of receiving reports of the officers and chairmen; acting on recommendations, resolutions, and other business presented; electing officers; adopting a budget for 2013/2014; and considering changes in the current state legislative platform.

## — VOTING —

- A. The voting body of the Conference shall comprise all members in good standing.
- B. No member of the voting body shall have more than one vote, and no voting by proxy shall be allowed.
- C. Members of the voting body must have name badges visible at all meetings.

## — NOMINATIONS —

Nominations for each office may be made from the floor at the first business session upon call of the Chairman and after the presentation of the slate by the Chairman of the Nominating Committee. The Local Organization endorsement for a candidate nominated from the floor must be presented to the Nominating Committee Chairman for posting outside the meeting room immediately following the close of the first business session.

## 2013-2014 CANDIDATES FOR STATE OFFICE

### *Candidate for President* **Cynthia "Cyndy" Friedland**

*Southern Ocean County BPW*

*Employment:* Oceanside Realty, Real Estate Associate, Harvey Cedars and Surf City, Long Beach Island.

*Southern Ocean County BPW:* Member since 2004. Vice President 2008-2009; President 2009-2011. Committees: Scholarship, Nominating, Women Helping Women Awards Dinner, Psychic

and Vendor Fair, Business Meet and Greet Evening.

*State Federation:* Current President; Vice President from 2010-2012.

*Other:* Founder and President of Congregation Sha'arey Ha-Yam, Manahawkin, NJ, 2004-2011; Barnegat Rent Leveling Board, Member at Large 2005-2010; Ocean County Board of Realtors; Barnegat Chamber of Commerce, Ocean County Jewish Federation, member of the Board of Directors.

*Candidate's Statement:* This year has been a transitional one for all of us. Needless to say as President of BPWNJ this was quite challenging. With Ms. Sandy at our doorsteps and creating so much havoc for many, the plans we all agreed to were not able to get off the ground. As I ask for your votes for another year at the helm, I would like to see more involvement from the Local Organization Presidents and support from membership in contributing to our State meetings.

We have challenged ourselves to increase membership. I hope this has happened on the Local levels and we will see the fruits of our labors in attendance at our May Conference. I sent out a letter to each member, begging for your help in expanding our organization. Truth be told, I did not receive one letter, email or phone call regarding this message. As discouraging as this may be, I still feel that it is essential for our organization to grow. Our talents are many; we can pool our resources and be a force within our State. Will you work with me on this mission? I certainly hope so!

Last year Rosalind and I were able to attend some of the Local's meetings. Hopefully we will be able to continue this now that the weather has changed and we can see the highways without rain or snow hindering us. I believe it is important that we "connect" in this way. I ask that the Presidents email me with their dates so we can coordinate scheduling.

Personally my attitude towards BPWNJ has not changed. I feel that together as a group of professional women with many common causes we can be a force in New Jersey. We are all Jersey strong and need to pull together. I am willing to go forward for another year as your President and ask for your vote.

### *Candidate for Vice President* **Gwendolyn Evans**

*Lincroft BPW*

*Employment:* Gwendolyn L. Evans is a certified College Nurse and an Administrator/Program Manager.

She has been employed at Brookdale Community College for more than 37 years. Gwen is a registered nurse as well as a Legal Nurse Consultant.

*Education:* Gwen is a graduate of Brookdale Community College. She received an A.A.S in the first nursing class of 1971 and served as the class president. She also holds a B.A. and a Masters in Labor and Employment relations from Rutgers University.

*Lincroft BPW:* Current President. Lincroft BPW has been very active in fundraising for scholarships. With the assistance of the Lincroft local, scholarships were established in the name of Gwen's mother, Viola Bernice Evans, and designated for those students seeking degrees in the helping professions. The local has also contributed monies toward a local shelter, 180 Turning Lives Around, which assists women who have been battered and abused

*State Federation:* Current Vice President.

*(continued on page 4)*

## *The Voice*

*Newsletter of  
Business & Professional  
Women/New Jersey*

Published 3 times per year

Lauren Simeone Berman,  
Editor & Production  
LESimeone@verizon.net

## **BPWNJ**

**BusinessandProfessionalWomenNJ.org**

*Contact Us Through Our  
Website. Click on "Contact Us"*

**(CANDIDATES - continued from page 3)**

Served as BPWNJ Secretary, 2008-2009. Woman of Achievement: BPWNJ Member of the Year 2010.

*Other:* In the past Gwen has been active in several groups centered on diversity and cultural competence and health and wellness. Gwen has also worked as a per diem nurse at Raritan Bay Medical Center, Old Bridge Division, as an ER staff nurse for 9 years. Gwen has been employed as a committed-per diem nurse, at CentraState Health Care Systems for the past 13 years. Gwen also worked at Marlboro State Hospital as an aide, a psychiatric technician, a graduate nurse, and a Head Nurse, and went to nursing school on a state scholarship. Presently, she spends her time enjoying her grandchildren, Noah, Matthew Jr., and Elijah.

*Candidate for Secretary*  
**Rosalind Silletto**

*Southern Ocean County BPW*

*Employment:* Owner/Manager of Rosalind's Travel In Style, Jackson, NJ.

*Southern Ocean County BPW:* Member since 2009. Secretary 2011-2013.

*Committees:* Scholarship, Women Helping Women, Psychic and Vendor Fair, Wine Tasting Evening, *Lady Bird, Pat & Betty: Tea for Three* organizer.

*State Federation:* Current Secretary, 2011-2013.

*Other:* Member of Cruise Line International Association, National Association of Career Travel Agents, past VP Education of Toastmasters, Robert Wood Johnson chapter.

*Candidate's Statement:* Women are a powerful force in our society. Over the centuries many laws have been passed to give women greater power and a voice in our society and it is because of their resilience and perseverance. As a member of BPWNJ and as the Secretary for the last two years, I've seen how the women of this organization can get things done. But there is still so much more to do. One of the greatest challenges we are facing is the continuation of this wonderful organization. It is up to us as women to continue the fight and reach out to younger women. We must encourage them to become involved in their community and state, and in order to do so they should look to Business & Professional Women New Jersey for support and direction.

*Candidate for Treasurer*

(There is currently no candidate for the positions of Treasurer. Nominations will be taken from the floor at Conference.)

*Candidate for Nominating Committee Chair*

**Penny Miller**

*Southern Ocean County BPW*

*Employment:* First Commerce Bank, Lakewood, NJ.

*Southern Ocean County BPW:* Current President; Member since 1998; Treasurer 2002-2003, Past President 2001, Past Treasurer 2000-2001.

*State Federation:* Current Nominations Chair; President, 2004-2006; Vice President 2002-2004, 2010-2012; current President of the NJ Business and Professional Women's Foundation

*Other:* Council Chair for Business Park Stafford Township, Political Appointment; Past Board Member of Monmouth Ocean Development Council; Eastern Monmouth Area Chamber of Commerce current member; Past President of Southern Ocean County Development Council.

*Candidate's Statement:* Once again I step up to fill a position that needs filling. One would think I would get tired of being the person that steps in to help out but I keep hoping that leading by example will show others the way to leadership. I cannot

*(continued on page 5)*

**Wage Gap Will Take 45 Years to Close; No Progress Since Last Year**

Washington, DC—New research from the Institute for Women's Policy Research (IWPR) finds that, at the current pace of progress, the wage gap between working men and women will not close until the year 2057. This updates previous research from IWPR showing that the wage gap would close in 2056 because slow progress in recent years moves the goal for equality one year further away.

"We might be living in space by the time women earn the same as men," said Dr. Heidi Hartmann, Ph.D., President of IWPR. "With women now nearly half the labor force and breadwinners in a large number of families, the wage gap should already be a relic of the past."

While the wage gap has been closing since the 1960s, progress slowed in the 1990s. The last decade has seen very little progress on closing the wage gap.

Among full-time, year round workers in the United States,

women earned 77 cents for every dollar earned by men in 2011 (the most recently available data). IWPR

research has also found that men earn more than women in the most common occupations.

According to IWPR's analysis of weekly earnings for full-time workers, the wage gap actually widened last year. The ratio of women's to men's median weekly full-time earnings (not including self-employed) was 80.9 percent in 2012, a decline of more than one percentage point since 2011 when the ratio was 82.2 percent. The wage gap grew in all major race and ethnic groups. Growth in lower paying jobs and loss of public sector jobs for women may have contributed to the most recent shift.

Source: Institute for Women's Policy Research (IWPR) Email Newsletter



## Vice President's Message



This conference's theme may have many different interpretations for each one of us.



**"Spreading Our Wings"** to me means a new and different approach; doing things better, re-initiating our objectives, collective ideas and notions of the group as a whole. BPWNJ and its locals have always been about helping others. In fact; service to others, has always been a core value of this organization's belief system. BPWNJ has always provided a network of successful women who gave to many who needed it: reasons to appreciate their support, inspiration to those who lacked inspiration, practical information to those who were unable to fathom that success was attainable for them also.

We are thrilled by the knowledge of our rich history of reaching out to others, not just women but to everyone. We are intensely interested and moved by the status of women all over the world. There are a myriad of issues women face daily, some result in very tragic circumstances. What impact can we in BPW have on the lives of the women with whom we come in contact? I say the impact we have in BPWNJ has been and can be still very magnanimous.

As someone who has benefitted from our group, I cannot say enough wonderful things about us as a group. Individually we can make a difference; collectively, we have enormous impact on the lives of those we associate with. We mentor without realizing it, we prop each other up when it is needed without ever giving it a moment's consideration; and we stand in each other's stead when a member is unable to fulfill a commitment. We rejoice with and for each other, and we grieve with and for each other. We are inextricably linked. We are a sisterhood of fabulous women. Each one's fabulousity, unique. Who can boast such awesomeness? We Can!

What am I talking about you ask? I am saying, I believe as a group our journey is about being honest and true to ourselves. It is about deliberately embarking on new adventures; by entering the circumstances of others, refusing to be on the outside looking in. It is about success, loyalty, sisterhood, determination, inclu-

sion, perseverance, forgiveness, and never giving up. It's not just believing in yourself, but knowing for yourself what is and is not really true.

It is unhealthy to allow pettiness to engulf our true selves or to work contradictory to our goals. We are an elite group of women from all walks of life, with so many different experiences that we can share. We want to improve every facet of our lives, so that we will remain healthy and goal-directed to serve and improve the futures of those who we hope will follow in our footsteps. We never know for sure, but it may just be a hug, a telephone call, a cheerful greeting, a note of encouragement, or unexpected well wishes. These are the things that make us endearing and better as a sisterhood. This is where our "AWESOMENESS" shines.

I believe there are members among us who have accomplished things in their lives under difficult circumstances that we are unaware of. Things that are laudable, situations that were difficult, yet they prevailed despite what seemed at the time as insurmountable odds. Historically, women have prevailed, despite many roadblocks at every level in their struggle for equality. Equality is sacred, and is to be cherished by every one of us. There are still women in this great universe who are denied equality. They do not have dreams and goals, their levels of servitude are determined without their input. There is no way out for them, just heartache. We must count our blessings! We must not forget about those other unfortunate women because "there but for the grace of God go I," is so true, and so uncomfortable for me as a female. To change things, and "Spread Our Wings," as a group we need to ask ourselves some questions:

- Do we just belong?
- Are we a member that will actually be missed by others?
- Or are we just comfortable that our name is on the membership record?
- Do we attend the meetings 3 times each year or the annual conference once a year?
- Do you leave the work of the group to just a few, and then say it is a clique?

I have a suggestion: let us be committed to this organization, and to the ideals this group holds near and dear. Indeed, we are trailblazers and as such we have a stake in the future of this organization. We will be remembered forever by those lives we have impacted. Ladies, I am one of those lives. You influenced me to go back to college and finish my education. I have made friendships that will last a lifetime. I am proud to be able to boast that I am a BPW prodigy. "Let us reach out and touch someone!"

—Gwendolyn L. Evans, RN-BC, MLER, LNC

---

### (CANDIDATES - continued from page 4)

think of another passion that brings out the need in me to keep going as much as BPW does. I don't understand for the life of me how women sit back and let others do for them what they need to step up and do for themselves. I mean, how many times do you need to hear that we might have to dissolve this wonderful group if we don't have more involvement from the membership—what will it take to stir in you the desire that I have to show others the way to keep us alive? Please come along the jour-

ney with me and let us see what we can do together to make us the wonderful organization I know we have it in us to be.

### Candidate for Member of Nominating Committee

(There are currently no candidates for the two positions of Member of Nominating Committee. Nominations will be taken from the floor at Conference.) ❧

## BPWNJ Foundation



Once again we have the joy of presenting scholarships to deserving women in order to help them along the way. It pleases me to see the relief on the faces of these women, as in some cases it is the difference between staying in school or giving up!! That is the last thing I would want to see happen to anyone—"giving up"!! Just as it is the last thing I want to see happen to BPWNJ—giving up!!! We have the fight in us but we need to stop feeling as if there is not another way to go. The way to go is to figure out what we can do to make other women want to be members of this organization. I know each time I sit with certain members I come away feeling renewed and charged up. Then there are other members that make me just shake my head and say, "why am I doing this?" Which one are you? Do you have the fight in you to make other members want to continue or are you the one that makes me sad each time we talk?? Here is my theory: no one wants to be a quitter, they just need to be shown the way. So I will light the path and show you the way—and together we can take this journey. Will you walk with me????

—Penny Miller, BPWNJ Foundation President

### **Promotional Opportunity for Your Business!!**

**...or at the very least, an opportunity to help out!**

We are requesting that businesses, Local Organizations, or individual members donate a basket for a raffle to be held at our Annual Scholarship Luncheon on May 18, 2013.

If you would like to donate a basket or other prize, please contact Penny Miller ([momlbi@yahoo.com](mailto:momlbi@yahoo.com)) or Gwen Evans ([gshrimp@aol.com](mailto:gshrimp@aol.com)). Kindly let them know by May 5th, as we need an accurate count of how many items we will have.

**We will offer a business card ad in our Conference Program Booklet to each basket donor!**

### **BPWNJ Foundation Scholarships 2013**

Each year, the BPWNJ Foundation gives the Mildred A. Butler Career Development Award to several New Jersey women who are seeking to advance or change careers or reenter the workforce. The awards may be used for education or to purchase a piece of equipment.

The BPWNJ Foundation also awards the Mary L. Johnston Scholarship each year to women attending colleges and universities in a variety of fields. This year we will honor a recipient who embodies our mission of "Women Helping Women."

Please come to meet our scholarship winners at our Awards Luncheon on May 5. 🍷

### **BPWNJ Foundation Scholarships Annual NON-EVENT FUNDRAISER**

One of the greatest programs of the BPWNJ Foundation is providing assistance to women through the Mary L. Johnston (MLJ) Scholarships and the Mildred A. Butler Career Development Awards (CDA). In order to continue to help women in need, we need to support this program with funding.

We're all busy. What's your time worth? It's so much easier to write a check than to spend hours at a fundraising event, at a cost of \$30 - \$40 or more.

**If each member donated just \$20,  
BPWNJ Foundation could raise  
over \$2,000 for scholarships!**

**Please make your check payable to the  
BPWNJ Foundation, and send to:**

Patricia Wittek  
2504 Audrey Terrace  
Union, NJ 07083

Please note in the memo section which fund you would like to contribute to: MLJ, CDA, or both.

**Use your time to have fun, and your wallet to do good!**



### **"Crafts by Lucy"**

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

E-Mail: [LucyLopesT@aol.com](mailto:LucyLopesT@aol.com)

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



**You Won't Want to Miss Our Special Conference Program! Prepare to Learn Something New. Try Something Different. Spread Your Wings!** *(Things are not always what they seem...)*

**Meet Our Speaker: Dr. Webster B. Trammell**  
**Vice-President of Development, Community and Governmental Relations, Brookdale Community College**



Dr. Webster Trammell has been involved in educational administration since 1969. He received a B.A. in Art with a minor in Education and an M.S. in Student Personnel Services from Monmouth College. He received his doctorate in psychology (Psy.D.) from Rutgers University, and he holds a NJ teaching certificate and is a certified school psychologist.

Dr. Trammell has served on the boards of numerous Monmouth County professional and community organizations, including the United Way, the Monmouth Family Health Center, the Monmouth Medical Center, the Workforce Investment Board, the

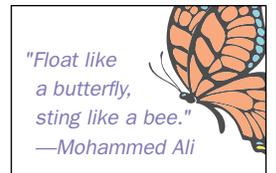
Strategic Planning Committee, the Committee on Homelessness, the Board of Alcohol and Drug Abuse Services, and the Urban League. He also serves on the board of the Two River Theater Company.

In addition, Dr. Trammell is the Vice President of Beikoku Karate-Do Goyukai, holding an 8th degree black belt and having trained in the martial arts for 43 years. He was inducted into the organization's Hall of Fame in 1998 and holds the title of Hanshi.

Dr. Trammell has been honored by a host of organizations, including Ronald McDonald House, The Greater Long Branch and Greater Red Bank NAACP'S,

MODC, Big Brothers/Big Sisters, Monmouth Council of Boy Scouts, Red Bank Men's Club, SCAN, Hispanic Affairs and Resource Center, Epiphany House and The Monmouth County WIB among others in addition to several Brookdale Community College honors.

He resides in Middletown, NJ with his wife Kathleen.



**HOT**  
*flashes*

**Please enjoy this bit of women's health news. Hot Flashes are courtesy of Gloria Pierce, who continues to help us keep well by keeping us well-informed.**

♀ Dating Abuse Statistics for Adolescents—Young adult dating violence is a big problem, affecting youth in every community across the nation. Nearly 1.5 million high school students nationwide experience physical abuse from a dating partner in a single year. One in three adolescents in the U.S. is a victim of physical, sexual, emotional or verbal abuse from a dating partner, a figure that far exceeds rates of other types of youth violence. One in 10 high school students has been purposefully hit, slapped or physically hurt by a boyfriend or girlfriend. One quarter of high school girls have been victims of physical or sexual abuse. Being physically or sexually abused makes teen girls six times more likely to become pregnant and twice as likely to get an STI. Why focus on young people? Girls and

young women between the ages of 16 and 24 experience the highest rate of intimate partner violence—almost triple the national average. Violent behavior typically begins between the ages of 12 and 18. The severity of intimate partner violence is often greater in cases where the pattern of abuse was established in adolescence. About 72 percent of eighth and ninth graders are "dating."

Source: [www.loveisrespect.org](http://www.loveisrespect.org)

♀ If you're a woman with urinary incontinence, pelvic floor training such as Kegel exercises can help, a research review from the federal Agency for Healthcare and Quality has confirmed. Specifically, such exercise is good for stress incontinence (leakage that occurs with coughing, laughing, sneezing, or other exertion) and urge incontinence (when you can't make it to the bathroom in time). Pelvic floor

muscles support the bladder and help you urinate. They weaken with age, obesity, and after childbirth, and this can lead to incontinence. To learn the exercises, which involve tightening and releasing the muscles, you may want to get instruction from a gynecologist, urologist, physical therapist or other knowledgeable practitioner.

Source: *University of California, Berkeley Wellness Letter, May 2013*

♀ Smoking Linked to Higher Risk of Breast Cancer—Doctors have long suspected some type of link between cigarette smoking and breast cancer risk, but research results have been mixed. A study has found that smoking increases risk in women, especially women who start smoking before they have their first child.

Source: [Breastcancer.org](http://Breastcancer.org) [enews@breastcancer.org](mailto:enews@breastcancer.org), April 3, 2013

## Conference Schedule

### Friday, May 17th

7:00 pm to 9:00 pm Dinner at the Lincroft Inn, 700 Newman Springs Rd, Lincroft (directions on next page). RSVP to Cyndy by May 14. (cfriedland119@comcast.net)

### Saturday, May 18th

7:45 am - 10:00 am Registration—Members must be registered by 10:00 a.m. to vote in elections.

8:30 am - 9:30 am Breakfast

9:00 am - 9:50 am 1st Business Session:  
• Adoption of Rules of Order  
• Introductions  
• Memorial Service  
• Reports of Officers

10:00 am - 10:40 am Professional Development Seminar: "Spread Your Wings"

10:45 am - 11:45 am 2nd Business Session:  
• Reports of Committees & Management Teams  
• Reports from Locals  
• Announcements

11:45 am - 12:00 Elections

12 noon - 2:00 pm Annual Scholarship Awards Luncheon

2:15 pm - 3:15 pm 3rd Business Session:  
• Unfinished Business  
• New Business  
• Adoption of 2013-2014 Budget

3:15 pm - 3:45 pm Installation Ceremony - 2013-2014 BPWNJ Officers

3:45 pm - 4:15 pm Conference Assessment Adjournment

## Open Door

Open Door is a charity that provides emergency food, emergency funding, mentoring and scholarships to those in need.

The organization is in dire need of canned goods and nonperishable items to feed the homeless. They also can use items such as bedding, blankets, pillows, etc.

In an effort to make our own organization more visible while giving a helping hand to our neighbors, we ask that all members attending the conference to bring a donation of a nonperishable food item, or one of the other items mentioned (in new or good condition).



**Thank you.**

## Directions to Monmouth University

1.) From the Garden State Parkway: Take Exit 105. Follow ramp onto Rte. 36 East. Continue on Rte. 36 East approximately three miles to Route 71 South. Go approximately one mile; Route 71 forks left and becomes Cedar Ave. Follow Route 71/Cedar Ave. for approximately 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: Take Turnpike North to Exit 7A. After the toll plaza, 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 labeled NJ Rte 71 South). Follow Route 71/Cedar Ave. for approximately 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. 94th Annual Conference - May 18, 2013

**Monmouth University | Magill Commons - Club Dining Room  
400 Cedar Avenue | West Long Branch | New Jersey 07764-1898 | 732-571-3400**

Please Submit a Separate Form for Each Person Attending

Local Organization \_\_\_\_\_

Name \_\_\_\_\_

First

Middle

Last

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Business Phone \_\_\_\_\_

Fax \_\_\_\_\_

e-mail \_\_\_\_\_

Please indicate by checking appropriate box:

- |  |  |
|--|--|
| <input type="checkbox"/> State Officer/Team Leader<br><input type="checkbox"/> Past State President<br><input type="checkbox"/> State Standing/Special Committee | <input type="checkbox"/> Local Org. President - Name of Local: _____<br><input type="checkbox"/> BPW Member - Name of Local: _____<br><input type="checkbox"/> Guest |
|--|--|

## Registration Deadline - May 10, 2013

- Full Conference Registration \$ 75.00

Includes all Business Sessions, Breakfast,  
Coffee Breaks, Scholarship Awards Luncheon,  
Workshop, Installation Ceremony, and  
Conference Program Book.

- Awards Luncheon Registration  
(included with full conference registration)  
BPWNJ Members \$ 25.00

- Awards Luncheon Registration  
(included with full conference registration)  
Non-Members \$ 35.00

- Late Fee  
(postmark after 5/10/13) \$ 5.00

Total Amount Enclosed \$ \_\_\_\_\_

(Make checks payable to: BPWNJ 2013 Conference)

Mail completed registration and payment to:

Rosalind Silletto, BPWNJ Secretary  
14 Moss Lane  
Jackson, NJ 08527

**Join Us for Dinner Friday Evening  
at the Lincroft Inn, 7:00 PM  
(pay for your own food & drink)**

**700 Newman Springs Rd., Lincroft. 732-747-0890**

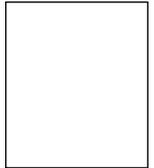
From the North: Garden State Parkway Southbound (stay on the local lanes) to exit 109. After the toll make a right turn onto Newman Springs Road (Monmouth Co. Rte. 520) heading west. The Lincroft Inn is located 1.1 miles from the parkway exit at the third traffic signal on the right hand side of the road.

From the South: Garden State Parkway Northbound to exit 109. After the traffic light at the end of the exit ramp turn left onto Newman Springs Road (Monmouth Co. Rte. 520) heading west. The Lincroft Inn is located 1.1 miles from the parkway exit at the third traffic signal on the right hand side of the road.

RSVP to Cyndy by May 14 - [cfriedland119@comcast.net](mailto:cfriedland119@comcast.net)



*Business &  
Professional Women  
New Jersey*



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

**BPWNJ 94th Annual Conference  
May 18, 2013**

Monmouth University  
Magill Commons - Club Dining Room  
West Long Branch, New Jersey

**BusinessandProfessionalWomenNJ.org**

**ADVERTISE IN THE BPWNJ 94th ANNUAL  
CONFERENCE PROGRAM BOOKLET**

**Ad Dimensions: Wide by High**

1/4 Page/ Business Card	4.5" X 1.75"
1/2 Page	4.5" X 3.75"
Full Page/Covers	4.5" X 7.5"

**Rates: Member Non-Member**

1/4 Page/ Bus. Card	\$ 25	\$ 45
1/2 Page	\$ 45	\$ 65
Full Page	\$ 75	\$ 100
Inside Front/ Rear Cover	\$ 100	\$ 125

**Preferred Formats: PDF, JPEG, TIFF, MS Word doc. OR I can lay out your ad for you. Call or email for more info. Send ad via email to: LESimeone@verizon.net**

Make checks payable to "BPWNJ Conference 2013." Send payment and ad copy or artwork to:

Lauren S. Berman, P.O. Box 224, Hightstown, NJ 08520  
Questions? Call Lauren at 609-426-4490

**Deadline for payment and art is May 6th.**

**Check Out BPWNJ's Web Site!  
www.BusinessandProfessionalWomenNJ.org**



Long Beach Island has provided a lifetime of vacations and it's getting ready for a 2013 comeback! Yes, the beaches are still - and will be - beautiful, shop owners are hustling to get ready to re-open, restaurants are clearing out the old and putting in the new for a great season of servicing our visitors. If you are looking to stay close to home but far enough to enjoy the summer sun, look no further than Long Beach Island. Rental, sale & investment properties are available. Email or give me a call for current information:  
CyndyonLBI@comcast.net or 609-290-5040. I service Long Beach Island, Manahawkin and surrounding areas for residential and commercial Real Estate.

**\*\* Cynthia T. "Cyndy" Friedland \*\***

**OCEANSIDE REALTY**

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

Cell 609-290-5040

Email at Cyndyonlbi@comcast.net