

Amy Steele

From: "Amy Steele" <AmySteele@ISBOG.org>
To: "Amy Steele" <AmySteele@ISBOG.org>
Sent: Monday, January 04, 2010 7:47 PM
Subject: ISBOG Monthly Newsletter - January 2010

ISBOG of Sussex County



Monthly Newsletter
January 2010

Welcome to the January 2010 Edition of the ISBOG Monthly Newsletter!

Newsletter Contents:

Meetings - Sussex, Augusta & Sparta Chapters
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Business Tips & Resources
NEW! Our Members
NEW! Going Green
NEW! \$Money Saving Resources & Tips
NEW! Fun Stuff
Classified Ads
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Family & Pets
ISBOG Organization Info



Save money. Preserve natural resources. Conserve trees. Think before you print this email.

A copy of this newsletter and past editions can be found on the web site: <http://www.isbog.org/is1-newsletter.html>

Meeting Schedule & Topics

**Enjoy learning how to grow your business
along with business owners in Sussex County!**

Be comfortable; wear your jeans and sneakers.

'ISBOG is like getting together with friends to talk about business.'

ISBOG-Sussex
(Evening Meeting)
Tuesday, January 5
7:30-9:30pm

Meets the first Tuesday evening of the month

Sussex Queen Diner

289 State Rt 23
Sussex, NJ 07461

Please think about ordering coffee and dessert.
Or come at 7:15 and order dinner.

Discussion/Workshop:**Marketing Plan Series - Part 1:**

Elements of a Marketing Plan
Developing your Marketing Strategy

ISBOG-Augusta

(Morning Meeting)

Thursday, January 14

9:30-11:30am

Meets the second Thursday morning of the month

Tri-Co Federal Credit Union

Rt. 206
Augusta, NJ

Topic:

Wearing all your business hats... Can you do it all successfully?

ISBOG-Sparta

(Evening Meeting)

Tuesday, January 19

7:30 - 9:30pm

Meets the third Tuesday evening of the month

Swim Fitness Center

350 Sparta Ave.
Sparta, NJ 07871

Topic:

Defining & Refining your Business Vision/Mission/Goals

presented by Business Coaches:

Eric S. Degen, CPA, LPBC, CMEC
Keith Fischer, CPA, LPBC, CMEC
TITAN Business Development Group, LLC
www.TitanBDG.com

NOTE: Please email AmySteele@ISBOG.org to request advanced copy of the TitanBDG Vision/Mission/Goals worksheet!

Prior Month Meetings & Topics:

All December ISBOG Meetings: Your Business Vision - Discussion & Workshop

Quotes & Inspirational Words for 2010

Contributed by Carolyn King - Attributed to Malcolm Forbes

- *"Diamonds are nothing more than chunks of coal that stuck to their jobs."*
- *"Diversity: the art of thinking independently together."*
- *"If you have a job without any aggravations, you don't have a job."*
- *"People who matter are most aware that everyone else does too."*
- *"Too many people overvalue what they are not and undervalue what they are."*
- *"Victory is sweetest when you've known defeat."*
- *"When you cease to dream you cease to live."*

Yolanda Mendez, Innovative HR Concepts Corporation writes,

*"... I am finishing up a book study with a group of other business owners. The book we have been studying for the past 6 weeks is **Napoleon Hill's book 'Think and Grow Rich'**. Below are some of Napoleon Hill's words of wisdom...for your consideration as we move into the year 2010! I wish you all a happy, successful and prosperous New Year!"*

- Defeat the fear of poverty by reaching a decision to get along with whatever wealth you can accumulate without worry.
- Wipe out the fear of criticism by reaching a decision not to worry about what other people think, do or say.
- Eliminate the fear of old age by reaching a decision to accept it, not as a handicap, but as a great blessing which carries with it wisdom, self-control and understanding not known to youth.

- Kill off the habit of worry, in all its forms, by reaching a general blanket decision that nothing life has to offer is worth the price of worry. With these decisions will come poise, peace of mind and calmness of thought that will bring happiness.
- Use your willpower to build a wall of immunity against negative influences in your own mind. And keep your mind closed against all people who depress or discourage you in any way. Deliberately seek the company of people who influence you to think and act for yourself.
- Success is when you have found peace of mind, acquired the material NEEDS of life, and have attained happiness.

Community Events

Info about Community Events will be included here. Share what's happening in your area!

ISBOG Member Announcements

All ISBOG Members are invited to submit announcements for inclusion here.

Loretta Chiapperino

REALTOR, GREEN

Gross & Jansen Realtors

327 Route 94

Vernon, NJ 07462

Office (973) 764-5555 x 228

Voice or Text (973) 903-8069

Newsletter: www.realtytimes.com/c/lorettachiapperino



Gross & Jansen Realtors

327 Route 94

Vernon, NJ 07462

Buyer and Homeowner Informational Seminars.

Jan 13, 20 & 27 2010

Contact Loretta for additional information

Click on picture to hear Loretta speak about the upcoming seminar!

Are you a homeowner wondering what the current value of your home is? Or a buyer considering a purchase? Do you know what FHA stands for, how it works and what the FHA rules, regulations and guidelines are? Are you aware how the sale of your home could be affected by a FHA mortgage?

Loretta Chiapperino, a 5 year Associate of Century 21 Gross & Jansen Realtors has to admit she does not have all the answer either but what she does have is an entourage of certified professionals who can help answer your questions.

Buyer and seller open forums will be held Wednesday nights Jan 13-20 and 27 from 6pm-8pm at Penny's Market located on the corner of Route 517 and Vernon Crossing (Someplace Special Mall). Loretta has gathered a host of Real Estate consultants which includes mortgage, home inspector, attorney, appraiser and more. Together they can explain the process of buying and selling in today's market. Your questions will be answered freely without any obligation.

These public seminars are to inform buyers and sellers about the extended tax credit, resale inspections, closing costs, transfer fees, types of mortgages available, short sales, and most important the current market conditions, right here - right now - in our own area.

Please join Loretta in the New Year for a fresh start on the housing market. For more details contact the Vernon office. 973-764-5555 ask for Loretta.

Linda Grinthal, Sunset View Farm

27 Pierce Rd

Lafayette NJ 07848


973-579-7382

www.destinationCOUNTRY.com


Linda@DestinationCOUNTRY.com


Sunset View Farm has now launched its new Farm to School program! Your school may be able to take advantage of our Nature Explorers Club, which brings the farm to the school as an after-school club. Children will enjoy hands-on activities indoors and outdoors at their own school. Topics include Botany on Your Plate, Wildlife Gardening, Farm to Table and Beyond, and Growing Food. We will present this program at 25 schools throughout Sussex, Morris and Bergen counties. If you would like your school to be considered for this program, please contact Linda Grinthal at 973-579-7382 or Linda@DestinationCOUNTRY.com

Our Mission




Helping students make healthy choices through innovative educational experiences. Our purpose is to excite children about healthful eating, deepen their understanding of and appreciation for the interconnectedness of our natural world.






Hands-on Exploration



Harvesting Pumpkin Seeds


SUNSET VIEW FARM

Farm mailing address:
27 Pierce Rd
Lafayette, NJ 07848
Phone: 973.579.7382
www.DestinationCOUNTRY.com
Eileen@DestinationCOUNTRY.com



SUNSET VIEW FARM


NATURE EXPLORER CLUB
After School Farm and Garden Adventures in School and Beyond



"Planting the Seed"

Sussex County's Teaching Farm
Phone: 973.579.7382

SUNSET VIEW FARM



Wildlife Gardener

Wildlife GardenerSM

A Junior Master Gardener program that engages students in "hands-on" learning experiences that promote a love of gardening, appreciation for the environment, and a better understanding of wildlife and its value in a garden habitat. Students successfully completing all required activities will be certified as Wildlife GardenersSM. Produced in collaboration with the National Wildlife Federation.


NATURE EXPLORER CLUB PROGRAM

Farm to Table and Beyond

Students learn about our global food system and how parts of this system interact and influence each other. They analyze and explore their personal food choices. Published by Teachers College, Columbia Univ.

Botany on Your Plate, Investigating the Plants We Eat

Children explore edible roots, stems, leaves, flowers, fruits and seeds through observation, dissection, journaling and tasting. Published: Univ. of Calif. Botanical Garden & Nat'l Gardening Assoc.



Botany on Your Plate

Growing Food

Linking Food and the Environment, (LIFE), an inquiry based science and nutrition program from Teachers College, Columbia University. By investigating the question, "How does nature provide us with food?" students learn about the cycling of matter, flow of energy and food systems.

Program includes seasonal field trips to the farm and a school garden plot in our CSG. All classes are designed to help students strengthen inquiry skills, increase content knowledge of life science, and develop an understanding of the role of plants in human health. All learning outcomes are based on National Standards for Science Education.

See if your school qualifies to institute this after-school Nature Explore Club for your students.

Contact us at: 973-579-7382
Eileen@DestinationCOUNTRY.com

Please email Linda@DestinationCountry.com to request the pdf version of this brochure for YOUR child's school!

Sam Burlum
Extreme Energy Solutions
& Vigholator Motorsports

Extreme Energy Solutions & Vigholator Motorsports

☐ **Setting Gold Standards In The Green Industry**☐
150 Main Street, Ogdensburg, NJ 07439 phone:570-228-0775
www.extremeenergysolutions.net

VIGHOLATOR MOTORSPORTS

January 2010 Special ☐ \$25 off Inter Charger Installation,

\$50 Off Any Vehicle Service or Repair Over \$350

EES Beginning 2010 with Huge Accomplishments
Inter Charger Product Passes CARB Testing, Gets EO Number

December 28, 2009, For Immediate Release:

Extreme Energy Solutions (EES), of Ogdensburg, NJ, is proud to announce that one of the products EES offers, the Inter Charger, has passed CARB/EPA testing and the product has been issued a EO number. This means the product has passed testing procedures that prove the product does not increase emissions on vehicles, but can lower emissions as the test data provides, and backs up the claims that the manufacture and its distributors make. □ This is a historical landmark victory for the emissions and fuel economy industry, □ stated Samuel Burlum, President of EES, This opens the door for more acceptance of alternative emissions and fuel economy devices, by governing bodies, and recognition that our industry is coming to fruition.

In celebration of this event, EES, partnered with Vigholator Motorsports, is offering a \$25 discount on all installs of the Inter Charger Product for both gas and diesel vehicles. Most installs normally cost about \$112.50 per passenger/light duty vehicle. A unit cost just \$299 for most gasoline vehicles, and \$499 to \$799 (depending on size of engine) for diesel vehicles, plus tax and additional hardware for unique applications. That means the average vehicle owner can begin to experience lower vehicle maintenance, increase in fuel economy, and play their part in lowering their carbon footprint by omitting less emissions into the atmosphere, for less than \$449. Its time one begins taking a pro-active role in lowering emissions, and increasing their fuel economy, with a little investment and with the help of a user friendly device, the Inter Charger.

The Inter Charger has already proven itself in the local area. With the Inter Charger Product on my big rig, I am continuing in saving about \$139 every two to three days in diesel fuel and my truck runs better. I am also happy that I no longer have toxic diesel fumes entering the cab of my truck when idling or on startups. EES and the Inter Charger have helped make trucking more profitable and fun again, added Edward Weise Jr., Owner-Operator of YZ Enterprises LLC, in Montague, NJ.

Anyone interested also can contact Samuel Burlum, Extreme Energy Solutions President, Operations-Sales Director, at 570-228-0775, or Jay Wolf Extreme Energy Solutions Inter Charger Division Manager, at 615-604-8139, to take advantage of this amazing offer. Please visit www.extremeenergysolutions.net for more information.

VIGHOLATOR MOTORSPORTS

Easy Do-It Yourself Winter Car Care Tips

Winter is one of the hardest seasons of the year on a vehicle. It can cause failure when you least expect it, and your vehicle could fail you when you need it most. In the past few weeks I have observed many vehicles off to side of the road, drivers and passengers helplessly stranded on the shoulder awaiting help. As a good Samaritan, I pulled over to help a number of motorist stuck in their travels, only to find the simplest items of maintenance that were neglected to be the root of their misfortune. So we have put together a list of items that every vehicle can check, and maintain that will lessen the chances of a vehicle winter breakdown, and long waits on the side of the road for help.

Check all fluids including oil, transmission, power steering, brake, & windshield washer fluids to their correct topped off level.

Make sure the antifreeze is not only properly full, but make sure it is the right mixture of material, antifreeze & water, appropriate for colder climate. You can get a small antifreeze gauge from your local auto parts store for about \$5

Make sure your tires are properly inflated to the recommended pressure, and or slightly above so the vehicle can cut through snow and slush.

Keep air filter housing clear of debris, and replace the air filter. In the winter, small critters and bugs want to hide in the air filter box, however, that can cause damage to the to the air intake process of your vehicle. Also a clogged up air filter can hamper good vehicle start-ups in the winter, and cause more engine wear.

Never run your car completely empty on gas. Condensation can build up in an empty tank, and the constant heating and cooling will mean water build up in your next tank of fuel. Also you can add a anti-icing agent like dry-gas to the fuel to keep fuel lines free of moisture buildup.

Make sure battery connections are clean and not corroded. A vehicles charging system will not operate correctly if wires to the battery do not have a good connection.

This is the #1 reason why most cars get stuck in a parking lot.

Replace worn out wiper blades, and burnt out light bulbs. Vision is very important especially when driving in storm like conditions. The most common reason people end up in a snow bank is because they cannot see the road in front of them.

In the event you do end up getting stuck on the side of the road, make sure you have a first aid kit, a awareness marker to attract help and let other traffic know your vehicle is disabled (flares or safety orange road triangle), extra blanket, jumper cables, and a bottle of water, incase help may take longer than normal to arrive at your location.

Needing additional vehicle maintenance or a repair? 24/7 day or night you can depend on

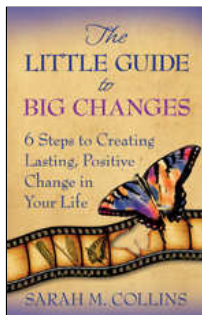
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150 Main Street Ogdensburg, NJ 07439 phone:570-228-0775

Or visit us at www.extremeenergysolutions.net and get our online coupon

Sarah Collins, New Pathways Press
 Newton, NJ 07860
 973-222-3277

Email: sarah@newpathwayspress.com
 Website: www.newpathwayspress.com



The Little Guide to Big Changes by ISBOG member Sarah Collins is now available at a 20% New Year's discount. Go to www.newpathwayspress.com/titlesforsale.html to get your copy today!

More Praise for The Little Guide to Big Changes:

"Sarah expresses life's truth clearly and intelligently. She presents to us a cookbook for personal spiritual growth, addressing complex concepts, organized so all of us can understand them. This is truly a great book, drawing on her life's work and written with incredible reverence for god and mankind."

- Neil Martin

Evelyn Dudzic, Executive Director
 Katie's House Inc.
 PO BOX 96
 Newton, NJ 07860
 973-383-3221
 973-943-6653 (cell)

A Non Profit 501 C3 Organization
 Providing Assisted Living and Services
 For Adults with Developmental Disabilities

Katie's House Collects for Cancer Survivor Day

Katie's House is now collecting for **Cancer Survivor Day**
 for the **Pediatric Oncology Department at St. Joseph's Hospital and Medical Center in Paterson.**

I am asking for your help.

Fortunately most parents never experience the terror of hearing the words, " **Your child has cancer.**"



In 1997 when my husband and I were told that Katie had Non-Hodgkins Lymphoma fear gripped our hearts. Over the next 8 months thanks to friends and family Katie never had one day without receiving a gift. This was very important because chemo is scary and depressing. Gifts will take a child's mind off treatment and for a short time they forget.

Some families do not have the support that we had, nor the money to buy a gift. How sad it is when a child is having a really bad day with treatment and no one brings a present. That is where Katie's House comes in, by providing gifts throughout the year for those kids that need a little cheer. This time the collection is for a very special **DAY, Cancer Survivor Day.**

You can pick something up at the supermarket, like play doh, gift cards, toys, bath and body items. You do not have to go out of your way. You do not have to spend alot of money. You won't even realize you spent the money if you buy it along with your groceries.

Maybe you or your children received gifts for the Holidays and you have it already or your child didn't want it. If it is new and you think a teen or tot would like it, consider donating it to Katie's House instead of taking it back to the store.

Katie is now 13 years post chemo, yet the images of her are still implanted in our minds. Can you help put a smile on the face of a child having chemo?????????

Gifts can be dropped off at Katie's House. Thank you in advance.

Evelyn Dudzic
 Executive Director

Linda Mitchell
Founder & Executive Director
Holistic Mentorship Network
of Health Practitioners &
MARCI™

973.300.1184 (office)
 973.300.1189 (fax)

www.HolisticMentorshipNetwork.com

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Spring 2010 Edition

Oncology: Timeline

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www.HolisticMentorshipNetwork.com/Events.htm

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ISBOG Monthly Features

Invitation...

For those of you who are ambitious and have some good information to share with the group, ISBOG is pleased to offer you the opportunity of having your OWN monthly feature.

Your feature may be directly related to your business (Jeff-WSI Computer Assistance) or general and useful information (Carolyn King-Insurance) or promote a non-profit organization. Please email your thoughts for a monthly feature. We ask that you plan to submit a feature entry each month for at least 6 months. [Note: *The Monthly Feature may be in addition to your Business entry.*]

Computer Tech Corner

Jeffrey Blank - WSI Computer Assistance

Highland Lakes, NJ 07422
 Phone: 973-764-1231
 Fax: 973-764-8099

Email: WSICA@WSICA.com
 Web Site: www.WSICA.com

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Jeff's Tip for January 2010

First let me wish everyone a Happy and Healthy New Year!

With the New Year and the end of the holidays, many people have purchased or received as gifts new computers. These new computers usually are running Microsoft's newest Operating System, Windows 7. Some of you also received new peripherals with the new computers, such as printers or digital cameras. Since Windows 7 is so new, the peripherals may not contain drivers that are Windows 7 compatible. If the install disc that the equipment comes with does not specifically say, it has Windows 7 drivers, assume it does not! In those cases, before connecting the device to your computer, go to the manufacturer's web site and download the proper drivers. Just because the device is brand new, does not mean the software in the box contains Windows 7 drivers. When Vista was released, some companies took a year to purge the store stock so that all equipment shipped with Windows Vista Drivers. The same may occur with Windows 7.

If you are moving old peripherals to a Windows 7 computer, do not try to use your original install discs. Once more, go to the manufacturer's web site and look for the current Windows 7 drivers to download.

Using old drivers with Windows 7 may cause several problems. These range from intermittent communications to no communications at all with the new equipment. When downloading the drivers, make certain to download the proper drivers. They need to be for the proper Operating System (Windows 7 with a 32 or 64 bit Operating System) and the proper device model number.

Taking these precautions will save many hours of troubleshooting either by yourself or with technical support. Remember if you do need to call the manufacturer's technical support helpline, make sure you have as much information about the equipment and what you have done to resolve the problem prior to calling make sure you have plenty of time (hold times are longest this time of year) and get comfortable and relaxed before calling (a glass of wine helps).

Jeffrey Blank

Insurance Info

Carolyn J. King CLU, ChFC, RHU, LTCIS

973 875 2090 phone
 973 875 8340 fax
 6 Country Lane, Sussex, NJ 07461
king@carolynjking.com

As we get together for the holidays, there are some important issues that need to be aired. Adult children need to be properly informed about their parents' issues in the following areas. Bringing up these subjects in a way that assures the parent you are truly concerned about their future will ultimately go a long way toward peace of mind. And you may discover critical areas that need to be addressed in light of new estate laws.

1. Children should know roughly how much and where their parents' assets are. Do they have enough to sustain the healthy spouse should one spouse become ill and need extended hospitalization and/or nursing home care?
2. What does the income picture look like? If one spouse dies, how much income will the surviving spouse be left with? Will there be a significant drop in income? Often time's steps can be taken before that spouse passes to help boost the surviving spouse's income.
3. Is financial support anticipated? People are living longer than ever. Many people are at risk of outliving their money. Answering this question means not simply looking at current expenses vs. income but looking at the next step in the elder care journey and the next step after that and asking "Do I have enough to pay for long term care and if so, for how long? And if not, what is my plan then?"
4. What types of insurance are there (ie. health, long term care, life)? Is coverage adequate? If not, can coverage be increased? You certainly want to do that before you become uninsurable.
5. Are there a power of attorney and a health care directive and where are they? Are they up to date or stale? If these documents are not in place then the only alternative is a costly and time-consuming process called guardianship. The court will be involved in your family's affairs and

you may not get the result you want.

6. Is there an up to date will? A clear, thought out estate plan can avoid family squabbles after the parent passes away. Even people with small estates should have a will. Also, make sure the original will can be located. Probating a copy is difficult and expensive.

I can help guide many of these issues. Call or e-mail me for a consultation.

Carolyn

Holistic Health Care - Monthly Feature

Wellness Care Today

Sarah Collins, PhD candidate in Natural Health

Newton, NJ 07860

973-919-9301

Email: sarah@wellnesscaredtoday.com

Website: www.WellnessCareToday.com

NEW articles recently added to website! Check them out!

Sarah's mind/body/spirit tips for January 2010

Did You Know...?

- If you're serious about quitting smoking, first prepare yourself mentally – remember the old adage, Mind over Matter?
- Forgiveness is a lesson in acceptance and grace
- The definition of Crazy: doing the same thing over and over and expecting different results
- Dry skin is a common complaint during menopause; drinking extra water will help keep your skin hydrated
- Chamomile tea is a great stress buster
- Olives are high in fiber and a good source of Vitamin E
- Apple cider vinegar can ease a sunburn
- Self-examination is the key to eliminating bad habits
- Saw Palmetto is a natural way to promote a healthy prostate gland
- Black Cohosh and Wild Yam Root can be effective in relieving menopausal symptoms
- Olives are considered a fruit
- Meditation enhances what you focus on in life
- Tai Chi (exercises emphasizing slow and fluid movements) increases flexibility and mobility; it's a great natural therapy for seniors
- Consistent yoga practice increases concentration – perfect for students!
- You can change your life through visualization
- Truth is subjective, i.e. according to perception
- Cucumbers, carrots and celery eaten daily boosts the immune system according to Edgar Cayce
- Grape juice is a natural hunger inhibitor also according to Edgar Cayce

The holistic health tips presented above are for informational and educational purposes only. They are intended to raise one's awareness of the mental/emotional and spiritual dimensions of healing, as well as the many options available outside traditional medicine.

Universoul Health

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January News

True Life is lived when tiny changes occur.

-Leo Tolstoy

New Year, New You!



A lot of people begin the New Year by making resolutions. We've all been there. We take a vow to lose weight, exercise more or spend more time with our family. We start the year with great intentions, but then we quickly relapse into old habits. Why is it so hard to stick to those New Year's resolutions?

Here are some ways you can make your intentions a reality this year:

1. **Write down your intentions and keep them in a visible place**, like taped to your bedroom mirror or the dashboard of your car.
2. **Get to the source of whatever is keeping you in a rut.** Are you in a stressful relationship that causes you to eat a pint of Ben & Jerry's every night? Are you stressed at work and feel too tired to exercise after work? If you don't tackle the root of the behavior, it will be much harder to accomplish your goal.
3. **Be clear about what your life would look like once you achieve your goal.** If you resolve to go to the gym more, how will this benefit you? Get connected to the result of your action, and you will become more likely to stick with your plan.
4. **Share your resolutions with friends and family.** Hold each other accountable for achieving your goals. If you want to go to the gym more, have a friend call you two or three times a week to check on you or invite them to join you.
5. **Reward yourself with every little accomplishment.** If your intention is to lose weight and you lose 1 pound a week, pamper yourself with a massage.

Big changes do not require big leaps. Permanent change is more likely to happen gradually than through one big restrictive plan. Allow yourself to climb the ladder one rung at a time.

Happy New Year!

"The Coach's Corner" A NEW Monthly Feature

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Where's the Competition Right Now?



Much is being said these days about both paying very close attention to your competition and about not paying such close attention. It seems like

every other day some marketing guru gets up and makes some bold proclamation either way and the average business person who just wants to stay competitive in the first place is left in a quandary as to what to do. Let's take a look at each point of view:

The first point of view is that the more time you spend on your competition, the less time you are spending on your company. While it is important to know who your competitors are and what they are doing, it is more important for you to constantly improve on what your customers want and need and that data can be gathered only *from your customers*, not from your competition's.

The idea is simple:

- 1) create/define the market
- 2) be first
- 3) be the best
- 4) never look back

The second point of view is that *you have to* evaluate your competitors for several important reasons. We genuinely take issue with those who strictly say you don't because you can't anymore than you can drive by ignoring other drivers. You may reach your destination with your own route and your own map, but you're aware or hopefully you should be aware of ways in which your competitors' plans can interfere with you...that is to say, get in your way...and cut you off. You don't win races by being the fastest car or fastest runner. You drive a smart race. You take advantage of your tactical opportunities. You win baseball games not by being the best hitter or the fastest pitcher, but by finding ways to neutralize your opponent's advantages, and get the most from your own skills and opportunities.

We suggest prescribing to both theories, but importantly, not to forgo the latter. It forces you to ask yourself DEEPER questions and think strategically: How can my competitor change the game on me? *How can I* change the game on them? How can I have better market insight than my competitor? What does he see that I'm missing? What is he missing that I can use? What difference will it make if he does THIS? Are there market developments I need to be prepared for? In many ways, it's exactly like defensive driving. You make sure THEIR actions don't cause YOU to miss your exit or have an accident. The good way to describe it is to say it's like driving with your eyes wide open and your mind fully active. So let's be careful out there and have a safe drive to high achievement in our businesses.

Business Info, Tips & Resources

**Have you – discovered any informative resources?
Send them along for the next newsletter.**

Our Members

Send along a milestone announcement or a personal message...

Going Green!

NEW! Send resources and tips for preserving and protecting our environment.

Money Saving Tips!

Share your ideas for saving money!

Fun Stuff!

NEW! Contribute a joke, a link to a funny video, something light and amusing!

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The ISBOG Newsletter is distributed to 214+ businesses each month.

Wanted to Rent or Available to Rent

List the space you have to rent - or space you are looking to lease...

Arlene Rich

**Spiritual Medium, Advanced Clinical Hypnotherapist
Spiritual Counselor, Interfaith Minister**

www.ArleneRich.com

arlene@TheSpiritualAwakening.com

www.TheSpiritualAwakening.com

[973-398-0169](tel:973-398-0169)

[Office and Meeting Room for Rent!](#)

Hello everyone,

I hope this finds you well and enjoying the holidays.

Starting in Jan the second office space at The Spiritual Awakening Center will be available to rent on either a monthly basis, quarterly or for the entire year.

Also there is a large meeting room at the center where the Powerful You Sparta Chapter meetings are held every second Thursday of the month. The space is ideal for workshops or meetings. I have 2- 8 foot tables and 20 chairs available. I will rent the space for 3 hours at a cost of only \$50.



If you or anyone you know would be interested in renting the meeting space or second office please contact me at [973-398-0169](tel:973-398-0169).
Blessings,
Arlene

Please check out my new website as well www.Arlene.Rich.com Thank you, And may you all have a healthy, magical prosperous year!

Looking For

Want something? Need something? List it here.

Pets Wanted or Pets Needing Loving Homes

Look for a pet or find a good home for a pet here!

Items For Sale or Free

Advertise business or personal items for sale.

Services

Announce additional services!

Our Local Community...

Please keep ISBOG informed of events in our community!

Family & Pets

ISBOG is pleased and sometimes horrified to pass along these items about Family and Pets.

RUMORS:

Always check out RUMORS on Urban Legend - www.SNOPES.com
Avoid distributing misinformation and causing panic - as well as personal embarrassment - by NOT forwarding erroneous information.

ISBOG Organizational Info

Amy C. Steele
President, ISBOG of Sussex County
Email: AmySteele@ISBOG.org
Web Site: www.ISBOG.org
Phone: 973-875-8886

Officers & Steering Committee:

Amy C. Steele, President, ISBOG of Sussex County (BellamyTech Web Sites, Children's Teepees)
Lisa Natoli, Vice President, Sparta Chair (Mainly Menus- Advertising)
Harvey Voorhees, Treasurer (Play Your Music DJ)
Mary Adelman, Business Advisor (Green Star Services, SBDC Assistant Director)
Loretta Chiapperino, Publicity Coordinator (Century 21 Gross & Jansen Realtors)
Jeffrey Blank, Sussex Chair (WSI Computer Assistance)
Sarah Collins, Augusta Chair (Wellness Care Today & StarSojourn)
Kathy Buccieri - ISBOG Correspondent (Buccieri's GEMS & JEWELRY)
Emily Bittner, Co-Founder (Locks of Pizazz)
Maureen Reid (Maureen's Designs for Canines)
Don Meng (Craft Creators)

Carolyn King (Insurance - CLU, ChFC, RHU)

ISBOG of Sussex County (Informal Small Business Owners Group) Founded July 2004 Amy C. Steele & Emily Bittner

REMOVE: We hope that you enjoy being part of the ISBOG organization. We generally send out 5 communications each month: Three Meeting announcements, Newsletter Entry Reminder and the ISBOG Monthly Newsletter. If you would like to be removed from the ISBOG Email address lists, please reply to this email with the subject 'remove' and you will not receive any more ISBOG communications.