

Amy Steele

From: "Amy Steele" <Amy@BellamyTech.com>
To: "Amy Steele" <Amy@BellamyTech.com>
Sent: Wednesday, November 02, 2011 7:04 AM
Subject: ISBOG Monthly Newsletter November 2011
November 2, 2011: Sorry for the delay. Newsletter had email transmission issues last night.

ISBOG of Sussex County



(Informal Small Business Owners Group)

SMALL BUSINESSES... GROWING TOGETHER

Welcome to the November 2011 Edition of the ISBOG Monthly Newsletter!

Newsletter Contents:

- Chapter Meetings
 - ISBOG News
 - Monthly Features by ISBOG Members
 - Our Community - News & Events
 - Member Announcements
 - Business Resources
 - Classified Ads
 - Pets (featuring O.S.C.A.R. 'Dogs of the Month')
 - ISBOG Organizational 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>

This Month's ISBOG Meetings

"An ISBOG meeting is like getting together with friends to talk about business."

No fees. No dues. Jeans & sneakers.

ISBOG-Sussex

First Tuesday Evening

November 1

7:30-9:00pm

Sussex Queen Diner

289 Route 23
Sussex, NJ 07461

ISBOG-Augusta/Lafayette

Second Thursday Morning

November 10

9:30-11:00am

Yettters Diner

Rt 206
Augusta, NJ
(across from ballpark)

ISBOG-Sparta

Third Tuesday Evening

November 15

7:30-9:00pm

The Sparta Chapter will meet at Panera Bread in Sparta until new location is established. Please watch your email for location announcement.

ANY SUGGESTIONS for a new location in the Sparta area?

NEW! ISBOG-Mt Arlington

Fourth Tuesday Evening

November 22
7:30-9:30pm

TITAN Business Development Group, LLC
400 Valley Road, Suite 100
Mt. Arlington, NJ 07825

*The building (400) is on Valley Road in the Mount Arlington Corporate Center.
As you pull up to the building, please go around to the (left) side, rather than the front main entrance.*

ISBOG News

ISBOG Officers and Steering Committee at B2B in October 2011



Sarah Collins, Lisa Natoli, Emily Bittner, Amy Steele, Patricia Voorhees, Harvey Voorhees

*Photograph by Diane J. Lizza, Maplecroft Studio
731 Route 94 Newton, NJ 07869
908 362-9546
maplecroftdjl@embarqmail.com*

*** * Something New! * ***

ISBOG Business Resource Library

**ISBOG is pleased to offer a lending library to all members!
We are seeking donations of any business books from members.**

From Emily Bittner:

How it works.. For only \$1.00 you can borrow a book for an entire month. I will keep a running list of book titles available. These will be posted monthly in the newsletter, and also can be viewed on the ISBOG website.

Please e-mail me with any books that you would like to donate. locksofpizazz@gmail.com

Though ISBOG is a non-profit organization and as such committed to not charging fees, we feel this is a fair way to have a small fund for any administrative fees that the library may encounter. (ex. office supplies such as paper, printing, copies etc.)

When finished with the book, we ask that you give a brief "book review" as a quick education for others in the group at your ISBOG Chapter and/or write an informational synopsis for the ISBOG Newsletter and web site. (this is optional but encouraged as a way of sharing the wealth... of information that is. ;-)

There will undoubtedly be a few more details to work out as we initiate this new program, but Amy and I hope you are as enthused as we are about this idea!

TITLES SO FAR

The Accidental Salesperson -How to Take Control of your Sales Career and Earn the Respect and Income You Deserve

Chris Lytle

Smart Calling- Eliminate The Fear, Failure and Rejection From Cold Calling

Art Sobczak

Her Own Business- Success Secrets of Entrepreneurial Women

Joanne Wilkins

Going Indie- Self Employment, Freelance & Temping Opportunities

Kaplan

How to Win Sales and Influence Spiders -Boosting Your Business & Buzz on the Web

Catherine Seda

Why People Don't Buy Things

Harry Washburn, Kim Wallace

ISBOG Holiday Shop

In November and
December,



the Newsletter will feature
ISBOG members'
PRODUCTS & SERVICES
that will be unique and memorable Holiday Gifts!

Buy local and support Sussex County Businesses

Shop ISBOG for the Holidays!

A Warning Message from Jeff Blank and Carolyn King

To Jeff from Carolyn:

Is this a scam or for real. Got a call from "Microsoft" (definitely an indian accent) asking me to go on computer to where there shows errors in system event views or something. Then they said for 25/m or 125/yr, I could get full MS support to fix issues etc., and that my computer would crash if I did not do this. Well, I did not, but did get the supposed # which I assume - if it is a scam, is also manned by phoneys - 800 786 0425.

Answer from Jeff:

Microsoft does not call people to drum up business. In other words next time tell him to go jump in a lake.

Do me a favor a warn people at the next ISBOG meeting of the scam so no one gets caught in it. Tell them the warning is from WSI with love.

Monthly Features

The Coaches' Corner

Titan Business Development Group, LLC

400 Valley Road, Suite 100

Mt. Arlington, New Jersey 07856

973-601-3275

www.TitanBDG.com

Eric S. Degen, CPA, LPBC, CMEC (edegen@TitanBDG.com)

Keith J Fischer, CPA, LPBC, CMEC (kfischer@TitanBDG.com)

Is Your Business Disorganized?



Let's face it: running a business is not a walk in the park. It requires many skills that most of us do not naturally possess. At the heart of the matter, there is also quite often a degree of discontent stemming from a feeling of disorganization. This disorganization is usually the result of a lack of systems.

In truth, we tend to invariably wing-it in some areas while running a well-oiled machine in others. Every area of your business should have a system - operations, inventory, finance, marketing, sales, customer service and leadership, to name just a few.

The thought of formalizing a system for each area of your business sounds daunting. But it shouldn't be. Taken in bite-size pieces, over a period of time, it is very achievable. We work with our clients on this process quite commonly. The end result, aside from a consistency of activities within their company and a much more deliberate approach to running their business, is a high degree of organization.

The real problem with a lack of organization are the distractions, wasted time and lost opportunities that come from it. Think for a minute about how much brain capacity you use when you must scramble to locate a customer's file or you lose a sale because you failed to follow up with a prospect. It becomes a distraction and it derails you from running your business. The result of being more organized is less stress and a feeling of being in control.

Building systems within your business doesn't need to be a complicated project. In essence, these "systems" simply refer to the development of processes that you can apply consistently to the same situation over and over again. If you would like help in developing or fine-tuning your systems, give us a call. We would be happy to explore working together.

ALL ABOUT ADVERTISING

Lisa Natoli

Mainly Menus

34 Laurie Road, Landing, NJ 07850

973-398-3314

advertising@mainlymenus.com

www.mainlymenus.com

8 WAYS TO GET NEW CUSTOMERS—NOW!

1. Try a new marketing technique: Most likely, you're using the same marketing tricks over and over again. No wonder they get stale and minimal results. If you try something new, you will reach new people, and that increases your chances that someone new will check you out. Print a flyer. Create a coupon. Have a sale. Start a direct-marketing campaign. There are many powerful marketing ideas that will generate more business .

2. Launch or offer a new product: If you keep doing the same thing, offering the same old products (and marketing them the same old way) it is the same old people who will notice them.

3. Get more clicks: While you can't man the business 24/7, your URL can. Whether yours is a fully-empowered e-commerce site or simply an e-brochure for your business, the secret to converting that Web site into money is all in the numbers. The more people who visit, the more purchases may occur.

The good news is that getting more people to your Web site is actually a fairly easy thing to do. Check out Microsoft adCenter for starters.

4. Launch a PR campaign: Advertising is great and can lead to new customers for sure. The problem is that it is inherently biased; it is you tooting your own horn.

Far better: Have someone else hype your business for you. That is where public relations comes in.

By getting a TV or a radio station, or a newspaper or magazine, to do a story on your business creates immediate third-party, trustworthy, validation of your business. That you can use that story again and again is icing on the cake.

5. Ask for referrals: Example: Jeff had a huge sign in his carpet warehouse that said, "Our word of mouth advertising starts with you!" He then gave all referrers a \$100 discount on future purchases.

Creating an incentive referral program is simple and it can yield great results. The key is to give people a reason to refer business to you (aside from being a fine establishment) and to thank them for doing so. People like to be appreciated and rewarded.

6. Smile and dial: Sometimes new business is simply a matter of prospecting. Whether it is making cold calls or sending out proposals, every so often you just gotta do it. Do some search engine research, get a list of potential leads, and get to it.

The important things I have learned when prospecting are two-fold:

1. Don't take no personally.
2. Remember, it's a numbers game. Keep on going!

7. Revamp your Web site: Did you know that 80% of Americans now spend as much time online as they do in front of the television? That means that you have to have a top-notch site.

8. Get (social) networking: More and more, people are going online to check out and chat about business choices. Indeed, according to a poll I just read of "active Internet users":

72% of respondents checked out a company's reputation on chat boards before buying.

74% based their buying decisions, at least partially, on what they read.

81% thought that blogs, online rating systems and discussion boards gave them valuable feedback.

**What this means is that you have to nurture your online reputation.
The upshot of this all is that new tricks create new customers.**

Social Media and Small Business

Patricia A. Singer

Follow Me Social Media Consulting

Sussex, NJ 07461

201-874-0032

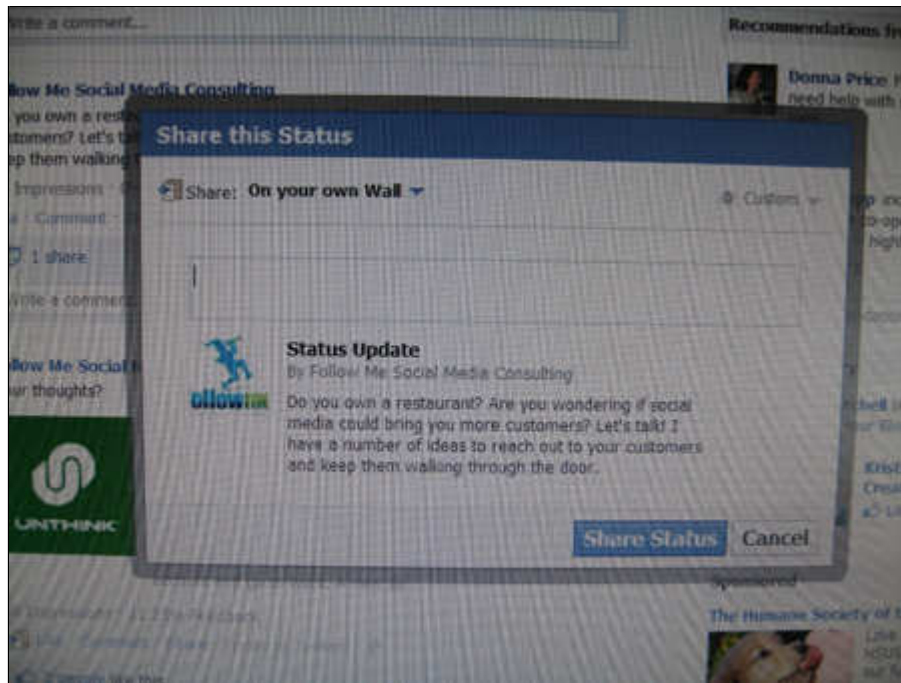
patti@besttofollowme.com

www.besttofollowme.com

Share and Share Alike

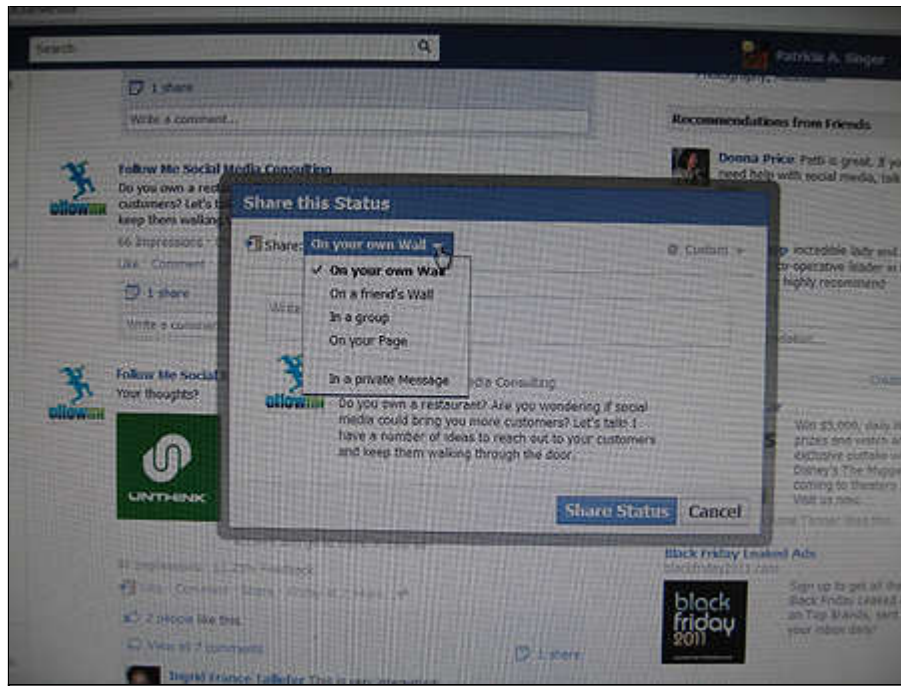
As we are growing up, we are all taught to share; our toys, goodies, crayons. In the world of social media sharing is one of the most important things you can do. If you are a small business you want to spread the word to as many people as possible. Sharing on Facebook and Twitter is such an easy way to reach those that you are not personally in contact with.

On Facebook: The first rule of Facebook is to have your personal page separate from your business pages. Your stand alone business page should not have any of your personal posts on it. When you post a status on your business page it should be geared to the people (potential customers) that have "*liked*" your page. Let's say you have 200 people or followers that have liked you page, you know your status will reach at least 200 people. To increase your viewership, click on the *share* button under your post. You will be given a choice as to who you would like to share your post with. The default choice is *On Your Own Wall*. This is a great choice. If you like, add your personal comments on the post and click *share status*. It is the same if you want to share a video or link. Click share, add your comments and post by clicking the share button.



Imagine. Now, not only is your post being seen by your 200 followers but now it is reaching all of your friends and family on your personal page. Then, hopefully, they will find your status, link or video interesting enough to share it will all of their connections and so on and so on and.....you get the idea!

Now, link your Facebook page to Twitter so you can re-tweet, Linked-In so you can share there too, and all the other social media sites you can and imagine the reach you will have. If you have a blog, great! Link those to your social media pages and have them spread. Once people start seeing the valuable information you are relaying they will start to really pay attention to what you are doing and saying. It is then that the vast world becomes a much smaller community. Sharing, re-tweeting, and forwarding are such an easy way to become known. Be sure to answer all comments and questions directed to you. As your followers become familiar with you and start to know, like and trust, THAT is when you will convert leads to actual sales. If you can accomplish this socially the world is your oyster.



So post and share your relevant content, make new connections by answering posts on other relevant sites, and collaborate with others in your business or industry. This form of word of mouth recommendations via the social media arena is where you want to be!

FAMILY MONEY MATTERS

Terri and Mark Trapp Trapps&Associates

Primerica, Inc

Located in Newton, Edison NJ; Middletown, NY and Dover, DE, Seattle WA
and expanding soon to PA, NE

877-280-2628

ttrapp@primerica.com

The end of the year is approaching fast. Do you need a financial tune-up? Here are a few areas to consider as you reflect and review:



Financial Checkup

Review your credit cards. Do you have a stellar credit score? With industry competition fierce for your business, you may be able to ask for – and receive – a lower Annual Percentage Rate (APR). While the average variable APR for credit cards is 14.46%, those with super-high

credit scores can actually cut that in half (see chart inside).

1 If you're among that elite crowd – and aren't happy with your current rate or terms – try contacting customer service. You could negotiate your way to a better rate, or persuade them to waive the annual charge. What's your get-out-of-debt plan? Are you worried about your debt? If you've ever thought about making a dent in your debt (or changing your credit habits), now's the time! Approximately 63% of Americans who are in debt say they worry about money 1-3 hours a day, and 22% worry 4+ hours a day.

2 If you're among them, ask your Primerica Representative how Primerica Debtwatchers™ can show you how to create a plan to gain control of your credit for good.

3 Check your emergency savings. Do you have three to six months' salary stashed? If not, you're not alone – a majority of Americans say they don't have enough cash on hand to cover a \$1,000 emergency expense.

4 To find extra cash for your emergency fund, get creative: take on extra work (ask your Primerica Representative how you can earn extra money part-time by helping families with their finances) or trim some of the "extras" from your monthly bills (think entertainment costs like dining out and cable/satellite service). Review your life insurance coverage. If you have had a change in your life – such as the birth of a new baby – this is crucial. Financial experts generally recommend about six to 10 times your annual salary. Nearly a third of all U.S. households have no life insurance, the highest percentage in more than four decades.

5 Among households with children younger than 18, 40% said they would immediately have trouble keeping up with living expenses if a wage earner passed away.

6 Don't let a troubled economy put your family's financial future at risk: Talk to your Primerica representative to make sure you're (still) properly protected. Re-shop your auto insurance. If you haven't comparison-shopped your rates lately, give it a try! For an identical 6-month policy, costs can vary as much as \$500 across carriers – yet only 20% of consumers actually take the time to shop around!

7 Too busy to shop? Ask your Primerica representative about Primerica Secure™, a referral program that shops multiple carriers for you! Do you have a will? Two-thirds of Americans do not, according to a 2010 survey.

8 You can pay a lawyer anywhere from \$100 to \$1,000 to create a will,

9 or ask your Primerica representative about the Primerica Legal Protection Program (PLPP), which includes free will preparation among its many benefits.

Family money matters – We at Trapps & Associates can help you

...

If you struggle with finding money to save, here are some ideas to help you get started

Put aside your loose change each day. Saving just \$1 a day will yield you \$365 in a year!

Cut your phone bills. For less than \$10, you can buy a prepaid cell phone and pay only by the minute. Cancel your land line (unless you have medical issues that may require emergency calls).

Dodge unnecessary fees. Avoid bouncing checks, overdraft and ATM fees.



The \$20-\$40 you normally spend each month could save you \$240 to \$480 each year!

Bring lunch to work. Spend \$2 a day on making lunch at home instead of eating out for \$5 a day, and you've saved \$780 in one year.

Track your spending. You might not realize where your money is going. Keep a receipt for everything you spend in one month. At the end of the month, separate them into categories. Where can you trim excess spending? Usual suspects: entertainment

and dining out.

Business & Vendor Opportunities

Please share Business & Vendor Opportunities with other ISBOG members. Submit entries to the Newsletter!

Our Community - News & Events

Contributed by Dawn DeGraw

You're Invited!

Take it to the Top!

Adding Value & Achieving Success in Business

Young Business Leaders of Sussex Co.

Wednesday November 2nd 6-8pm at Project Self Sufficiency in Newton

This will be a fun, inspiring, and informative panel presentation with some of Sussex County's business leaders.

You will learn tools on how to plan, sell, fund, market, and take your career to the next level.

The panel includes: Glen Marthens – Milton Terry, Mary Adelman – Small Business Development Center, Dan Leary – Lakeland Bank, and Dawn DeGraw – Garden of Life Massage & Yoga Center

There will be prizes and food and beverage will be served.

Please call 973.579.1811 to confirm attendance by Mon. 10/31/11

Dawn

Garden of Life Massage & Yoga Center
973-875-5433 www.1gardenoflife.com
Route 23 North ~ Wantage Plaza

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

Katie's House invites you to:

Marakesh
A Taste of Morocco

Benefit
"A Van for Shannen Steffens"



November 6, 2011

5-8pm
 Sparta United Methodist Church
 71 Sparta Ave.
 Sparta, NJ 07871

\$ 50. per person

Great Food and Entertainment

**Please Come and Support a Great Cause
 A Van with a Wheelchair Lift for Shannen**

Checks made payable to Katie's House, a non-profit 501 C3
 Katie's House PO Box 96 Newton, NJ 07860

"A Van For Shannen"

Shannen Steffens is a 25 year old young woman living in the Newton area with her parents. She was born with neurological disabilities, spasticity on her left side and dystonia. A year ago Shannen was an active member in activities provided by Katie's House, taking dance, sign and cooking classes. She was also an active member of The Friendship Group.

Shannen and her family are having a difficult and stressful year. Dad has Parkinson's that is getting worse, Mom lost her job, Hurricane Irene damaged their house and Shannen progressively became less mobile and can no longer be transported in the family car. She needs a van with a wheelchair lift or she will be housebound. Katie's House, along with Shannen's friends are reaching out to the community for help in raising money to take some of the burden off the family.

Please read, print and share the Katie's House [Marakesh Invitation](#) flyer.



**Katie's House & Pediatric
 Oncology Patients**

*12,500 children and adolescents in the
 U.S. are diagnosed with cancer each
 year.*

Hi Everyone,

Katie's House will be collecting gifts
 again for the Pediatric Oncology
 Patients at St. Joseph's Hospital and

Medical Center in Paterson, NJ. I know everyone is hurting in this economy but it will not seem like a big expense if you pick up some items when out shopping for groceries etc. If you cannot pick of an item and bring or mail to KH you could make a donation by check and just let us know what it is for and we will purchase a gift.

Please read the [Katie's House Pediatric Oncology Patients flyer](#) and share it with friends. Cancer could strike a child you know. It did our family.

Thank you in advance.

*Evelyn Dudzic
Executive Director*

*Katie's House Inc.
A Non Profit 501 C3 Organization
Providing Alternative Housing, Activities and Services
For Adults with Developmental Disabilities*

ISBOG Member Announcements

APOLOGIES to Bud for inadvertently omitting this entry in October. Amy

Bud Foltyn
Platinum Leader PC
862.268.4695

One24 - Retire Without Risk
Montague, NJ 07827
<http://media.124online.com>
www.Success-Wealth.info

www.TwoYearsToRetire.info

What's in your Medicine Cabinet?
Find out how NatraBurst and One24 can benefit you.

The story of One24 actually begins in 1975 when Mark Seyforth became a pioneer in the direct sales industry. He was an innovator from the start, setting industry records when he founded his

first company, which enrolled more than 160,000 distributors and produced more than \$100 million in sales, within 3 years! Fast forward 35 years and you will find that Mark has continued to have major impact on the direct selling industry. He has been instrumental in developing dozens of successful compensation plans, including one of the industry giants, Herbalife.

In 2009, an illness put Mark in bed for several weeks. During this time of slowing down his normally fast-paced lifestyle he had a chance to do some reflecting on the industry he loved. As he thought about it, there were a few questions that kept coming to the forefront. The direct sales industry seemed to be in a rut the same old story and the same old approach that had been used for so many years just wasn't working that well anymore.

Enrolling new people is harder than ever. People hate rejection and it's gotten worse, Attrition is high. With the current state of the economy, many people needed an opportunity that could help them recover. The industry needed something new and unique, something that was easy to learn and do. Most importantly, it should be so good that few people would be able to reject the idea.

In 2010, the concepts became a reality within a revolutionary new company One24! An idea that has found its time!

- A totally new and unique approach (filing patent).
- Simple to share with others without fear of rejection.
- System encourages people not to quit.
- Products that make a difference and save money.
- A path to retirement in 24 months.
- Totally part-time, minimal effort.

The current economic situation has made the One-24™ system even more appealing! The formula is simple:

- Enroll in our Incentivized Referral Plan (No inventory, no investment required, no meetings, no Multilevel Marketing).
- Refer people to the Website for placement on the waiting list.
- Watch your income grow each month.

One24 - Turn tough times into opportunity!

Watch the short videos and Get On The Waiting List Today - www.TwoYearsToRetire.info

APOLOGIES to Laurie for inadvertently omitting this entry in October. Amy



Crystal Glen Alpacas

Laurie Bakay: 973-214-8057

Jay Bakay: 973-632-8385

FREE FUN FOR ALL THIS FALL!!

Crystal Glen Alpacas was thrilled to have an Out and About class, from It's Your Dog, visit our girls. All the people had a great time and the dogs were very well behaved looking on.

During this glorious time of the year we invite you to take advantage of the opportunity to spend time outdoors, before it gets too cold.

Please call us for an appointment to meet the herd of Crystal Glen, currently residing at Rip Tide Farms.

Autumn is the perfect time to throw on a jacket, grab the kids and visit an alpaca farm. The girls of Crystal Glen Alpacas are eager and curious to meet you and your family.

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(973)283-9892
www.astorloid.com

10 Park Place, Butler, NJ 07405

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Just Ask
973-283-9892

Astorloid, Inc.

10 Park Place
Butler, NJ 07405

Laurie Sue Bakay, Certified Kitchen Designer
Jay Bakay, Production

973-283-9892

<http://www.Astorloid.com>

Kitchen, Bath, Entertainment, Library,
Closet and
Pet cabinetry manufacturer.

As the holidays approach and the air chills for the inevitable snowflakes we are drawn inside to snuggle around the fireplace and in front of our televisions and computer monitors.

Astorloid is eager to help you create a holistic gathering space to share the day's experiences and watch those favorite programs.

***Special discounts are available to other
ISBOG members.***

So remember, buy American, buy safe

<http://www.EverythingOnlineNow.com>
<http://www.OnlineNowShop.com>

Your shop consultants:

Jay Bakay 973-632-8385
Laurie Bakay 973-214-8057

Get 2% to as much as 50% cashback for every qualified purchase you make on our site - from trusted stores you already shop at. PLUS, on any personal referrals, you'll make 1/2% on their qualifying purchases in the future!

Samuel K. Burlum, CEO/President
Jay Wolff, Board Secretary

Extreme Energy Solutions Inc.
150 Main Street, Ogdensburg, NJ 07439
phone: 973-209-3450
info@extremeenergysolutions.net

Extreme Energy Solutions CEO/President Samuel K. Burlum to Address Business Students at SCCC

Extreme Energy Solutions CEO/President Samuel K. Burlum is scheduled to address business students at the Sussex County Community College, Tuesday, November 1, 2011. The presentation will be held in Student Activity Building Dining Room located by the cafeteria in "D", between 10:30am to 12:30pm. Mr. Burlum will present information about how Extreme Energy Solutions was founded, how it is dealing with a down turn economy, and worked threwh challenges as the company became successful. Mr. Burlum will also share business models Extreme Energy Solutions has utilized to grow in the short time frame since its founding. The floor will be open to a question and answer session following the presentation.

"It is a great oppportunity for individuals who are bound for the future business community to get to know the scope of current market situations", commented Samuel K. Burlum, "To get first hand information from a former business student and current entrepreneur can really enhance the experience of a professional career, while obtaining valuable insight about what has worked to achieve success." Burlum continued, "Its also important for young business students to understand that it is okay to make mistakes. If one is not making mistakes in business, they are not taking enough risk; high risk, high reward is the name of the game in today's volatile market."

Samuel K. Burlum, has an impressive background. Aside from his current post as Extreme Energy Solutions CEO/President, he is the Vice President of InterCharger USA, and also serves as Board Secretary for the non-profit Spirit of the Arts Foundation, Director on the Board for ESLC, Inc, and M & L Services LLC. Burlum has been involved in local and regional Dirt Track stock car racing as a driver, car owner, pit crew, and sponsor. He graduated from Berkeley College in 1998 with an A.A. in Business Management, where he also served as Delta Epsilon Chi (DEX) State President in 1997-1998. Graduating from West Milford High School in 1996, majoring in Automotive Applications and Marketing (DECA). He currently is a member of the Sussex County and NJ Chamber of Commerce, and has been featured on radio, cable television, and in newspapers throughout the Northeast.

The presentation was organized by Brett Olsen, President of the Sussex County Community College Business Club. "Taking steps towards success, we are glad to be interacting with successful company leaders. It is important to be getting first hand information from those that have been there and done that, in preparing for the business world. Sussex County Community College Business Club Students are always looking for an opportunity to meet with professionals who are willing to share success secrets." If anyone is interested in attending the event, you can contact Mr. Olsen via email at bolsen@stu.sussex.edu.

For Sussex County Community College post about the event you can visit the following link:
<http://sussex.edu/home/2011/10/17/sam-burlum-ceopresident-of-extreme-energy-solutions-inc-to-address-business-students/>



Samuel K. Burlum, CEO/President of Extreme Energy Solutions, seen here presenting to US Congressman Scott Garrett and his staff, about Extreme's job creation plan.

Signature Dynamics, Inc.
P.O. Box 188
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908 684-8228
Debbie Berk, M.A., President
Master Handwriting Analyst
debbieberk@signaturedynamics.com

Janet Pfeiffer, Pres, CEO
Pfeiffer Power Seminars, LLC
...dedicated to peace, understanding and prosperity
FACEBOOK: Janet Pfeiffer's Heal Our World: <http://www.facebook.com/#!/pages/Oak-Ridge-NJ/Janet-Pfeiffers-Heal-Our-World/420313315712?ref=ts>
For more info, visit
www.PfeifferPowerSeminars.com
www.FromGodWithLove.net
Janet@PfeifferPowerSeminars.com
973-697-1904
201-213-8499 (c)

Come join us at one or more of our great events in Nov.

Thurs. Nov. 3, 2011

Who Pushes Your Buttons and Makes You Angry?

Lecture and book signing

7-9 pm

Holistic Mentorship Network

311 Pennsylvania Ave.

Matamoras, PA 18336

Need more info? Call 570-832-2123 or visit

www.holisticmentorshipnetwork.com

Our final **FUND RAISER** for Sacred Heart Church, Camden N.J.*

Wed. Nov. 9, 2011

As We Forgive Those: the Healing Power of Forgiveness

Lecture and book signing

7-9 pm

Church of the Transfiguration

9 Two Bridges Rd.

Towaco, NJ 07082

Cost: \$27 includes a FREE copy of The Secret Side of Anger by Janet Pfeiffer

100% of the proceeds go directly to Sacred Heart Church

*Second most violent city in America

Tues. Nov. 15, 2011

Holiday Stress Busters

Dealing with family drama; stress, anxiety, panic attacks; laughter yoga

Lecture with Janet Pfeiffer, Diane Lang, Dianna Perez

7-9 pm

Rest Stop Rejuvenation

21Maple Ave.

Rockaway, N.J.

To register: call Kim @ 973-584-9255

I'd like to wish all of you a very blessed and delicious Thanksgiving.

Peace and joy,
Janet Pfeiffer, Pres, CEO
Pfeiffer Power Seminars, LLC
...dedicated to peace, understanding and prosperity

Clean-Rite Svc.

Vernon, NJ

Kelli Yanez

clean_rite_svc@yahoo.com
Ph/862-354-2515

Introducing The "Clean-Rite" Advantage Program

**Commit to 24 weekly or biweekly cleanings and we'll waive your first cleaning fee,
PLUS take 10% off each cleaning.**

Just pay your discounted fee beginning with your first cleaning.

**Call 862-354-2515 today for your in-home appointment! Free estimates!! Most
cleanings are between \$85.00-\$135.00**

depending on the size of your home!!

COMMERCIAL CLEANING ADVANTAGE ALSO AVAILABLE!!!

**If you own an office, you also qualify for the special!! Call for commercial
rates!!**

Clean-Rite Svc.
Vernon, NJ
Steve & Kelli Yanez

clean_rite_svc@yahoo.com
Ph/862-354-2515

Has your favorite store ever PAID YOU for recommending their products?

Do stores give you the opportunity to earn money as well as spend money?

If you owned Wal-Mart, would you shop at Kmart?

Has a discount store ever asked you to become an equity partner?

Are you getting rich on the e-commerce explosion?

If the answer to these questions is "no," then you need to contact me.

WE have the solution for you to buy the products you use every day and get paid to use them!!!

Patricia A. Singer
Follow Me Social Media Consulting
Sussex, NJ
201-874-0032
patti@besttofollowme.com
www.BestToFollowMe.com

Helping Small Business Become Socially Acceptable

- Social Media Page set-up
- Monitoring
- Monthly Maintenance
- Individual or Group classes on Facebook, Twitter, Linked-In and more
- Tailored social media strategies to fit your needs

If your small business is not utilizing social media you are not reaching all of your potential customers.

Call for your free 1/2 hour consultation!

Edgar Luna and Patricia Singer
Luna Chimney Sweeps and Hearth Products
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Andover, NJ 07821
973-786-5501
sweeps@lunachimneysweeps.com
www.lunachimneysweeps.com

Does Winter Leave You Cold?

Regency Fireplace Products is still running a Fall Promotion now through November

28th to help you get the wood, gas or pellet stove or insert you need!!

Save on your oil or electric bills this winter by burning wood or pellets.
We will come out and survey your home to see which unit would work best for you.
All stoves and inserts have a *Lifetime Warranty* as well as our Stainless Steel Liner Systems.

Give us a call or stop on in!



One of our installations and satisfied customers



Preparing for insert installation



Regency I2400 installed with hearth pad

Showroom hours Mon - Fri 9am -5pm Sat 10am - 2pm.

Luna Chimney Sweeps and Hearth Products

717 US Highway 206, Suite 1
Andover, NJ 07821

Patricia Voorhees
The Teacher's Edge Tutoring LLC
Hamburg, NJ 07419
Bus: 973-209-1202
Cell: 973-459-9586
Email: pvoorhees@teachersedgetutoring.com
Website: www.teachersedgetutoring.com

The Teacher's Edge Tutoring, LLC

What's New at the Teacher's Edge Tutoring?

The Homework Center

Old Lafayette Village
Lafayette, NJ

Tuesdays and Thursdays
3:00pm to 6:00pm

- Does your child struggle with homework?
- Are you looking for a quiet place for your child to do homework after school?

- Does your child need some assistance and encouragement to complete their homework?

If you have answered "Yes" to any of the above questions, then the Homework Center is the right place for your child. Register for one or two days, by the hour, for a minimum of 2 hours. Assistance is provided by High School Honor Students and supervised by NJ State Certified Teachers. Rates are reasonable.

Private tutoring also available.

Call for info.

Patricia

Cell: 973-459-9586

Bus.: 973-209-1202

**Harvey and Patricia Voorhees
Play Your Music DJ LLC**

7 Woodmere Court
Hamburg, NJ 07419

Bus.: 973-209-1202

Email: music@playyourmusicdj.com

Website: www.playyourmusicdj.com

Play Your Music DJ

State of the art DJ Services for all events!

**Birthdays, Weddings, Anniversaries, Graduations, Reunions, Banquets, Holiday Parties,
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**We combined our talents with computers and the love for music to offer a wide range of
DJ services.**

They include Karaoke, Slideshows, Videos, Graphics Display, and Music for all occasions.

UPCOMING EVENTS!

Nov. 4th Political Dinner at Newton VFW

Nov. 13th Veterans at Vernon VFW

Dec. 10th Kris Kringle Market at Delaware Township
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Let us do your next event!

We are a fully insured LLC.

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Order EARLY for Christmas!

Our Teepees are Handpainted & Personalized - We can only make a limited quantity each season.

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Would you like to surprise them with a spectacular gift this Christmas?



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Fully Assembled
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(Includes Teepee, Paint Set, Native American Design Guide)



Just add Imagination
(Available assembled or flat in a box)

www.BellamyTeepees.com

Business Resources

Mark Unglab, The Mitchell Agency recommends reading [10 Questions for a Networking Referral Power Team](#)

Working with a group of people from complementary professions can help you leverage your referral network. Here are 10 questions to ask your partners...

<http://www.entrepreneur.com/article/220529>

Robin Preisler
Director, Business Development
UCEDC
908-527-1166
www.ucedc.com

UCEDC: Our Business is Helping Small Businesses

What UCEDC brings to the table are our loan programs for businesses that can't qualify for funding through conventional lending resources.

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Help Wanted

Emily Bittner
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locksofpizazz@gmail.com
www.locksofpizazz.com

Mark and Terri Trapp
Primerica, Inc
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877-280-2628 vm/fax
primerica.com/terriandmarktrapp – primericabusinessopportunity.com

For Sale

Looking For....

Safety

Family

Pets

One Step Closer Animal Rescue (O.S.C.A.R.)

Cassie and Debbie

PO Box 248

Sparta, NJ 07871

973.652.3969

Email: lilfurryanimals@yahoo.com

NEW Web Site: www.OscarAnimalRescue.org

ISBOG is pleased to help support the efforts of O.S.C.A.R!

In the spirit of community and non-profit organizations supporting each other, ISBOG features O.S.C.A.R Dogs of the Month.

One Step Closer Animal Rescue (O.S.C.A.R.)

DOGS of the MONTH



HULK

Hi my name is Hulk. I am 7 months old. I look like a Shepherd but on the medium side. The rescue brings me to adoption events and I try so hard to be a good boy, but everyone wants to adopt the little puppies and no one comes to look at me. My foster mom said I could bring my favorite toys with me when I get adopted. I love playing with other dogs. I make friends fast. I enjoy going for walks, and playing with toys. I hope my special day comes soon.

**German Shepherd:
Medium Young
Up-to-date with routine shots**





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looking

for a loving home to spoil him :)

Airedale Terrier/German Shepherd Mix

Large, Baby, Male,

Up-to-date with routine shots

See all of the [O.S.C.A.R. Dogs](#)
Click on the "Adoptable Dog" button!

Interested in Fostering?

You can take a dog or cat into your home for a period of time (1 week to a few months). You take care of them and give them the extra time they need until they find a home of their own. Many

animals are very adoptable but are in high-kill shelters where they only have 3 days to find a home. Most just need more time to find their new family.

Read more on the O.S.C.A.R. web site [Fostering Opportunities](#)

Please check our web site for Pet Adoption Events. www.OSCARAnimalRescue.org

****If you are coming to see a certain dog please check before hand to make sure that dog will be there that day.**

One Step Closer Animal Rescue (O.S.C.A.R.)

O.S.C.A.R. is a smaller, rescue group that focuses on animals in desperate situations. We rescue dogs and cats from shelter where they have no room and euthanize due to space. All of our animals we rescue are full vetted and fixed. They are all great animals very deserving of great homes. Our rescue was created through the desire to save more lives that all our members have. We all have a passion to save animals as well as a commitment to ensure great futures for all our animals we rescue.

For your convenience, please use our new [Online Adoption Application Form](#)

*Thousands of animals are saved each month by a network of rescuers who work together.
Please join us and help make a HUGE difference!*

All the best... for your business success,

Amy

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

ISBOG Officers & Steering Committee

Amy C. Steele, President/Co-Founder of ISBOG of Sussex County (BellamyTech Web Sites, Children's Teepees)

Lisa Natoli, Vice President, Mt Arlington Chair (Mainly Menus- Advertising)

Harvey Voorhees, Treasurer (Play Your Music DJ)

Mary Adelman, Business Advisor (Green Star Services, SBDC Assistant Director)

Emily Bittner, ISBOG Co-Founder (Locks of Pizazz)

Sarah Collins, Augusta Chair (CopyAccess, Wellness Care Today)

Carolyn King, Sussex Co-Chair (Insurance - CLU, ChFC, RHU)

Pat Voorhees, Sussex Co-Chair (The Teacher's Edge Tutoring)

Mickey Harrington (Micnann Innovations)

Eric Degen, Mt Arlington Host/Chair (Titan Business Development Group, LLC)

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 6 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 list, please reply to this email with the subject 'remove' and you will not receive any more ISBOG communications.