

**Amy Steele**

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**From:** "Amy Steele" <isbognews4@BellamyTech.com>

**To:** "Amy Steele" <Amy@BellamyTech.com>

**Sent:** Thursday, February 02, 2012 10:58 AM

**Subject:** ISBOG Monthly Newsletter February 1, 2012 (02-02-12)

*Hi All, Apologies for the delay... Had some email transmission problems due to the size of the ISBOG list. Amy*

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**ISBOG of Sussex County**



(Informal Small Business Owners Group)

***SMALL BUSINESSES... GROWING TOGETHER***

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**Welcome to the February Edition of the ISBOG Monthly Newsletter!**

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**Newsletter Contents:**

- Chapter Meetings
  - ISBOG News - Business Library!
  - 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>

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## **This Month's ISBOG Meetings**

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

**No fees. No dues. Jeans & sneakers.**

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### **ISBOG-Sussex**

First Tuesday Evening

**February 7**

7:30-9:00pm

**Sussex Queen Diner**

289 Route 23

Sussex, NJ 07461

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### **ISBOG-Augusta/Lafayette**

Second Thursday Morning

**February 9**

9:30-11:00am

**Yettters Diner**

89 Rt. 206

Augusta, NJ 07822

(across from ballpark)

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### **ISBOG-Sparta**

Third Tuesday Evening

**February 21**

7:30-9:00pm

**Panera Bread**

Woodport Rd.

Sparta NJ 07871

(same building as Sparta Movie Theater)

For GPS:

25 Center Street

Sparta, NJ 07871

*The Sparta Chapter will meet at Panera Bread in Sparta until new location is established.*

Please watch your email for location announcement.

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**NEW! ISBOG-Mt Arlington**

Fourth Tuesday Evening

**February 28**

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.*

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**ISBOG News**

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**\* \* \* Publicity Portrait Special for ISBOG members \* \* \***

**by Diane J. Lizza, Maplecroft Studio**

**Wednesday, February 22, 2012**

**(Snow date is Friday, February 24, 2012)**

Portraits will be done at the following location:

**The Holistic Mentorship Networks Office**

55 Newton-Sparta Road – Suite 107

Newton, NJ 07860

Special for the publicity portrait is \$80.00 plus 7% NJ sales tax for a total of \$85.60. One photographic portrait image is chosen and retouched. The image will be in both color and black-and-white. It will be in both high resolution for printed materials and low resolution for e-mail and website. The CD discs will be delivered to Amy and she can distribute the discs and the different meetings. If you wish to have the disc mailed to you, add \$5.00 to the payment. Payment in full is required by the day of the portrait session.

**Please call Diane Lizza of Maplecroft Studio** to schedule your appointment. If you have any questions, call 908-362-9546. When scheduling your appointment, clothing attire will be discussed. Some samples of other publicity portraits are on the website: [www.maplecroftstudio.com](http://www.maplecroftstudio.com) for

you to view. At the bottom of the home page, click on "portfolio" and on the following page, click on publicity.

If the dates chosen are not good for you because of other appointments, etc. already scheduled, then appointments can be made for that Saturday, February 25<sup>th</sup>, 2012 at Diane's studio: 731 Route 94 in Frelinghuysen Township. (About seven/eight miles from the Newton Hospital, heading toward Blairstown, yellow house next door to Wilbur's country Store).

Appointment times are first come, first serve. Again, any questions and to schedule your appointment, call Diane at 908-362-9546.

PLEASE BE ON TIME.

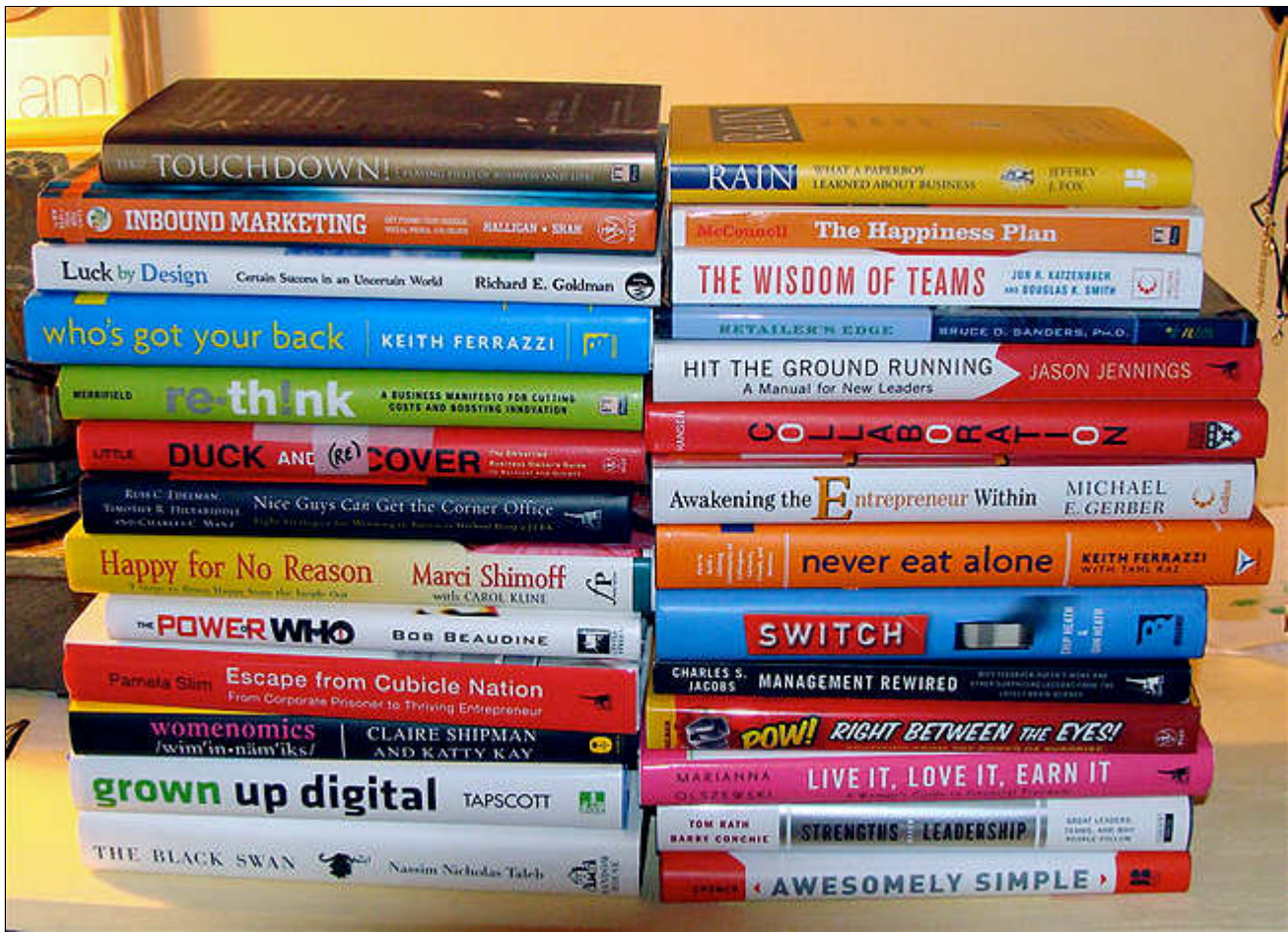
Diane J. Lizza  
Maplecroft Studio  
731 Route 94  
Newton, New Jersey 07860  
908 362-9546

Email: [maplecroftdj@embarqmail.com](mailto:maplecroftdj@embarqmail.com)

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**\* \* 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.**



***Let Emily know which book you'd like to borrow (\$1) and she or Amy will bring it to your chapter meeting!***

***Share your thoughts by writing a book review for the newsletter or giving a review at an ISBOG meeting.***

**Emily Bittner**  
**Locks of Pizazz**  
 Wantage, NJ  
 973-464-2789  
[locksofpizazz@gmail.com](mailto:locksofpizazz@gmail.com)  
[www.locksofpizazz.com](http://www.locksofpizazz.com)

Hello!

As many of you know we got a generous donation of business books a few months back from the Mary Adelman (NJSBDC) and Sonia Schenker. I have begun sorting through them, and have listed titles for 1/3 of the books.

To find out more about a particular title, just copy and paste into Amazon. I for one will be reading Inbound Marketing, and look forward to sharing what I learned with all of you in next months newsletter!

## **BOOKS**

[Touchdown!: Achieving Your Greatness on the Playing Field of Business \(and Life\)](#) by [Kevin Elko](#) (Jul 20, 2009)  
[Inbound Marketing: Get Found Using Google, Social Media, and Blogs \(New Rules Social Media Series\)](#) by [Dharmesh Shah](#) and [Brian Halligan](#)

[Luck by Design: Certain Success in an Uncertain World](#) by Richard E Goldman (Jan 1, 2009)

[Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail](#) by [Keith Ferrazzi](#) (May 19, 2009)

[Rethink: A Business Manifesto for Cutting Costs and Boosting Innovation](#) by [Ric Merrifield](#) (Apr 8, 2009)

[Duck and Recover: The Embattled Business Owner's Guide to Survival and Growth](#) by [Steven S. Little](#) (Jun 29, 2009)

[Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a Jerk](#) by [Russ C. Edelman](#) (Jul 31, 2008)

[Happy for No Reason: 7 Steps to Being Happy from the Inside Out](#) by [Carol Kline](#) and [Marci Shimoff](#) (Mar 3, 2009)

[The Power of Who: You Already Know Everyone You Need to Know](#) by [Bob Beaudine](#) (Jan 6, 2009)

[Escape From Cubicle Nation: From Corporate Prisoner to Thriving Entrepreneur](#) by [Pamela Slim](#) (Apr 6, 2010)

[Womenomics: Work Less, Achieve More, Live Better \(Audiobook CD\)](#) by Claire Shipman; Katty Kay; Gabra Zackman (2009)

[Grown Up Digital: How the Net Generation is Changing Your World](#) by [Don Tapscott](#) and [Don Tapscott](#) (Oct 3, 2008)

[The Black Swan: The Impact of the Highly Improbable](#) by [Nassim Nicholas Taleb](#) (Apr 17, 2007)

[Rain: What a Paperboy Learned About Business](#) by [Jeffrey J. Fox](#) (Feb 17, 2009)

[The Happiness Plan: 7 Simple Steps to Make the Life You Have the One You Want](#) by [Carmel McConnell](#) (May 16, 2009)

[The Wisdom of Teams: Creating the High-Performance Organization \(Collins Business Essentials\)](#) by [Jon R. Katzenbach](#) and [Douglas K. Smith](#) (Feb 18, 2003)

[Retailer's Edge](#) by Bruce D. Sanders (Mar 17, 2010)

[Hit the Ground Running: A Manual for New Leaders](#) by [Jason Jennings](#) (Mar 19, 2009)

[Collaboration: How Leaders Avoid the Traps, Create Unity, and Reap Big Results](#) by [Morten T. Hansen](#) (May 11, 2009)

[Awakening the Entrepreneur Within: How Ordinary People Can Create Extraordinary Companies](#) by [Michael E. Gerber](#) (Dec 8, 2009)

[Never Eat Alone: And Other Secrets to Success. One Relationship at a Time](#) by [Tahl Raz](#) and [Keith Ferrazzi](#)

[Switch: How to Change Things When Change Is Hard](#) by [Chip Heath](#) and [Dan Heath](#)

[Management Rewired: Why Feedback Doesn't Work and Other Surprising Lessons from the Latest Brain Science](#) by [Charles S. Jacobs](#) (May 14, 2009)

[Pow! Right Between the Eyes: Profiting from the Power of Surprise](#) by [Andy Nulman](#) (Feb 24, 2009)

[Live It, Love It, Earn It: A Woman's Guide to Financial Freedom](#) by [Marianna Olszewski](#) (Dec 31, 2009)

[Strengths-Based Leadership](#) by [Tom Rath](#) and [Barry Conchie](#) (Jan 6, 2009)

[Awesomely Simple: Essential Business Strategies for Turning Ideas Into Action](#) by [John Spence](#) (Sep 8, 2009)

***Watch for book reviews by ISBOG members!***

***A full list will be posted soon on the ISBOG web site!***

## 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](mailto:kfischer@TitanBDG.com))

*Ask about our discount for ISBOG members*



## What is Strategic Planning?

Strategic planning is a management tool, period. As with any management tool, it is used for one purpose only: to help an organization do a better job - to focus its energy, to ensure that members of the organization are working toward the same goals, to assess and adjust the organization's direction in response to a changing environment. In short, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and

why it does it, with a focus on the future. (*Adapted from Bryson's Strategic Planning in Public and Nonprofit Organizations.*)

A word by word dissection of this definition provides the key elements that underlie the meaning and success of a strategic planning process:

The process is strategic because it involves preparing the best way to respond to the circumstances of the organization's environment, whether or not its circumstances are known in advance. Being strategic, then, means being clear about the organization's objectives, being aware of the organization's resources, and incorporating both into being consciously responsive to a dynamic environment.

The process is about planning because it involves intentionally setting goals (i.e., choosing a desired future) and developing an approach to achieving those goals. The process is disciplined in that it calls for a certain order and pattern to keep it focused and productive. The process raises a sequence of questions that helps planners examine experience, test assumptions, gather and incorporate information about the present, and anticipate the environment in which the organization will be working in the future.

Finally, the process is about fundamental decisions and actions because choices must be made in order to answer the sequence of questions mentioned above. The plan is ultimately no more, and no less, than a set of decisions about what to do, why to do it, and how to do it. Because it is impossible to do everything that needs to be done in this world, strategic planning implies that some organizational decisions and actions are more important than others - and that much of the strategy lies in making the tough decisions about what is most important to achieving organizational success.

The strategic planning process can be complex, challenging, and even messy, but it is always defined by the basic ideas outlined above - and you can always return to these basics for insight into your own strategic planning process. Put your business on the right path. If you would like to discuss how to get started, give us a call today at 973-601-3275.

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**CHILDREN'S HEALTH & FITNESS**

**Jennifer Packard**  
**Giant Gymnastics, Inc.**

*Building Fitness One Handstand at a Time*  
11 Millpond Drive, Suite 1108  
Lafayette, NJ 07848  
973- 579-9400

306 W. Stiger St.  
Hackettstown, NJ 07840  
908-850-3746

jcp giant@gmail.com

[www.giantgymnastics.com](http://www.giantgymnastics.com)

follow us on twitter

Like us on facebook

<http://www.facebook.com/home.php?#!/GiantGymnastics?ref=sqm>

Check in at Giant with foursquare

**Roses Are Red, Violets Are Blue, What Better Way to Say I LOVE YOU:**

**Love Your Children, Love Their Health!**

Parents undoubtedly feel their children are priceless...but what are they doing to help give that child the best opportunity possible? With Valentine's Day around the corner, and February being National Heart Health Month, what better way to say "I love you" to your children than to help them be active?

Gone are the days when active play time dominated a child's life. Finding movement opportunities for your child can be very challenging. Parents often deal with busy work schedules, limited time, money, and energy. Public parks and playgrounds are becoming few and far between, and when available, not always the safest place for children to play. Nonetheless, parents have an obligation to see that their children grow into healthy adults, and that means that they must be active.

**"How Do I Love Thee?...Let Me Count the Ways"**

The activity of gymnastics has countless benefits beyond fitness- below are just a few:

- Enhances neurological and cognitive development in children of all ages.
- Improves emotional control by learning how to manage perceived risks in a positive and successful way.
- Promotes creativity and self-expression.
- Demonstrates value and rewards of hard work and thrill of accomplishment.
- Teaches control of fear and development of courage.
- Teaches to be part of a team.

- Encourages patterning and sequencing that develops better reading and math skills.
- Teaches time management and discipline.

More and more research is demonstrating the connection between active bodies and active minds. Gymnastics schools like Giant Gymnastics are in a unique position. They can offer a 'fun' playful approach to learning that addresses the basic process of learning. The activity of gymnastics and integrative movement can provide the stimulation the brain needs to organize and develop the brain for learning.

So show your children how much you love them and give them the experience of moving to feel better!

♥ **Special Offer for the month of February to all ISBOG members:** Mention ISBOG and receive a free trial class for someone you love! Classes are offered for boys and girls ages 18months- 18 years old. Call 973-579-9400 for more information.

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## **ALL ABOUT ADVERTISING**

Lisa Natoli

**Mainly Menus**

973-398-3314

advertising@mainlymenus.com

[www.mainlymenus.com](http://www.mainlymenus.com)

## **Why Invest in Promotional Products?**

Marketing options such as newspaper advertisements, billboards, television commercials, and radio ads create attention for your product or service, but that attention may not last as long as you'd like. What happens when your audience turns off the TV or throws away that newspaper along with your print ad? Promotional products keep your company logo and contact information consistently in front of customers longer and for just a fraction of the cost.

The effectiveness of promotional advertising repeatedly draws attention to logos and catch phrases which people become familiar with, thus creating branding of one's business. Combining direct marketing and promotional products is incredibly successful because it provides potential customers with personal interaction as well as receiving free gifts. Customers consider it a value when given useful merchandise from your company and you will benefit because those customers will familiarize themselves with your brand and increase the chances of repeat business.

Sales flyers or media advertisements have a limited presence, while promotional items like tote bags or plastic sports bottles stay in sight for an extended period of time and reinforce brand recognition. Promotional items are less costly than traditional advertising methods and often provide a higher ROI (return on investment). Any business of any size or type would benefit from promotional advertising to boost revenue and brand loyalty.

Companies all over the world—from multi-billion-dollar corporations and small businesses to non-profit organizations—rely on promo products for trade shows, for fund raising purposes, for employee incentives, for direct mailings, and any other event you can imagine.

Most people think of logo pens when they think of promotional items, but the advertising specialty industry extends much further than writing instruments. Giveaway items are available in more varieties than you may realize; customized products can be simple gifts like an ice cream scoop or stress balls or they can be higher-value gifts like personalized clothing or engraved awards. Visit: [www.mainlymenus.com](http://www.mainlymenus.com) and go to “custom print products” for a great variety of promotional products. Your options are only limited by your marketing budget!

# Under \$1.00



**DW16SC**  
16 oz. Stadium Cup  
**79¢**  
500 MIN

**DW22SC**  
22 oz. Stadium Cup  
**81¢**  
500 MIN

**Colors Available:** Red, Blue, Maroon, Green, Black, Purple, Gold, Silver, White, Granite, Teal, Pink, Yellow.

**DW16SC Imprint Size:** 3 1/4" (w) x 2 5/8" (h) per side or 7 1/2" (w) x 2 5/8" (h) Wrap.

**DW22SC Imprint Size:** 3 1/4" (w) x 2 7/8" (h) per side or 7 1/2" (w) x 2 7/8" (h) Wrap. One side standard unless specified.

**Set-up Charge:** \$50.00 per color.



**BT8P**  
8 oz. Wee Sport Drink Bottle  
**99¢**  
576 MIN

**BT20PS**  
20 oz. Premium Sport Bottle  
**99¢**  
972 MIN

**Color Available:** White.

**Cap Colors Available:** Red, Reflex Blue, Purple, Orange, Green, Black, White.

**BT8P Imprint Size:** 2 3/4" (w) x 2 1/2" (h) per side or 6 5/8" (w) x 2 1/2" (h) Wrap. One side standard unless specified.

**BT20PS Imprint Size:** 3" (w) x 3" (h) per side or 8" (w) x 3" (h) Wrap. One side standard unless specified.

**Set-up Charge:** \$50.00 per color.



**FM65**  
Collapsible Foam Can Cooler  
**99¢**  
500 MIN

**FM66**  
Collapsible Vinyl Can Cooler  
**99¢**  
500 MIN

**FM65 Colors Available:** Yellow, Navy, Red, Forest Green, Black, Royal Blue, Orange.

**FM66 Colors Available:** Lime Green, Royal Blue, Black, Gold, Silver.

**Imprint Size:** 3" (w) x 2 1/2" (h).

**Set-up Charge:** \$50.00



**HC102AB**  
Antibacterial Hand Cleanser  
**99¢**  
500 MIN

**Color Available:** Frosted tube.

**Carabiner Colors Available:** Silver, Red, Orange, Royal Blue, Green.

**Imprint Size:** 1 7/8" (w) x 13/16" (l).

**Set-up Charge:** \$50.00 per imprint.

Carabiner Options



**BA60MF**  
Single Magnifier  
**83¢**  
500 MIN

**Colors Available:** Lime, White.

**Imprint Size:** 3" (w) x 9/16" (h).

**Set-up Charge:** \$50.00



**HW18PC**  
Pizza Cutter  
**99¢**  
500 MIN

**Colors Available:** Translucent Blue. **Wt Imprint Size:** 2" (w) x 1/2" (h).

**Set-up Charge:** \$50.00 each.



**HW19IC**  
Ice Cream Scoop  
**99¢**  
500 MIN

**Colors Available:** Blue, Lime, Pink. **Imprint Size:** 2 1/4" (w) x 1/2" (h).

**Set-up Charge:** \$50.00

**NEW!**



**HW40BC**  
Starburst Bag Clip  
**72¢**  
500 MIN

**Colors Available:** White, Purple, Orange, Red.

**Imprint Size:** 2 1/2" (w) x 7/16" (h) x 7/16" dia in starburst.

**Set-up Charge:** \$50.00 per imprint.

**NEW!**



**HC50TP**  
Toothpicks in a Case  
**88¢**  
500 MIN

**Color Available:** Frosted, White.

**Imprint Size:** 1 3/8" (w) x 1" (h) back or 1 1/2" (w) x 1" (h) front. Must specify front or back imprint.

**Set-up Charge:** \$50.00 per location.

**NEW COLOR**



**HC100BD**  
Bandage Dispenser  
**93¢**  
500 MIN

**Colors Available:** Red, Purple, Pink, Blue, White.

**Imprint Size:** 2 1/4" (w) x 1" (h).

**Set-up Charge:** \$50.00 per color.



**GP219**  
Rectangle Folding Mirror  
**99¢**  
500 MIN

**Color Available:** White.

**Imprint Size:** 2 1/2" (w) x 1 1/2" (h).

**Set-up Charge:** \$50.00



**HC52TB**  
Toothbrush Travel Holder  
**67¢**  
500 MIN

**Color Available:** White, Lime Green, Light Blue.

**Imprint Size:** 3/4" (w) x 1/2" (h).

**Set-up Charge:** \$50.00

**NEW!**



**HC301LB**  
Lip Balm  
**99¢**  
500 MIN

**Color Available:** White.

**Carabiner Colors Available:** Green, Royal Orange, Red, Silver.

**Flavors:** Strawberry, Cotton Candy, Mint, Coconut, Vanilla, Bubble Gum, Pineapple.

**Imprint Size:** 1 9/16" (w) x 5/16" (h).

**Set-up Charge:** \$50.00 per imprint.

Carabiner Options

Call Lisa at **Mainly Menus** 973-398-3314

Good Thru 12-31-12 | Promo Code 81

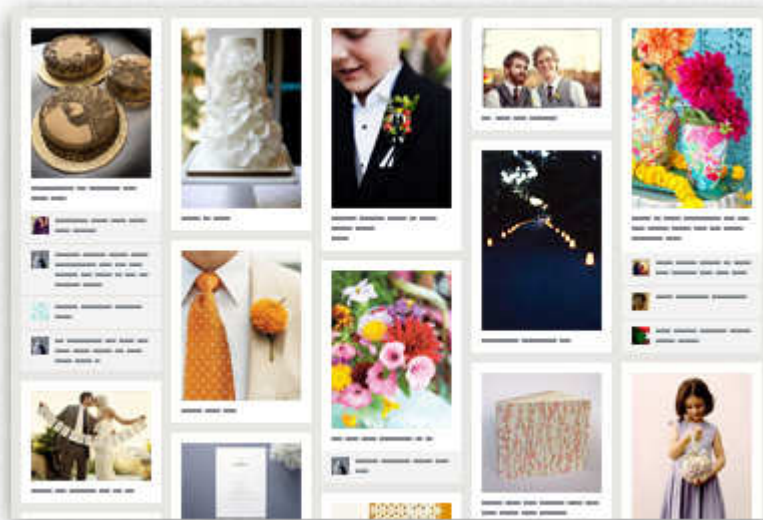
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## How Social are YOU?

**Patricia A. Singer**  
**Follow Me Social Media Consulting**  
 Sussex, NJ 07461  
 201-874-0032  
[Patti@BestToFollowMe.com](mailto:Patti@BestToFollowMe.com)  
[www.BestToFollowMe.com](http://www.BestToFollowMe.com)

*Have you heard about **Pinterest** ?????*

One of the fastest rising social media sites out there at the moment is Pinterest. [www.pinterest.com](http://www.pinterest.com). Pinterest is a virtual pin board that lets you organize and share all the beautiful things you find on the web. People use pin boards to plan their weddings, decorate their homes, and organize their favorite recipes. Businesses are also finding Pinterest useful in getting their brand out there to the masses. Do you still have a scrap book with all your favorite things? Pictures cut out from magazines, quotes that you have read, design plans for your dream house? This is what Pinterest is on your computer instead!



Let's say you own a retail store, such as a boutique. You could create different boards with the items you sell in your store. Post pictures of those items on your boards, even list a price if you like. When you do this the pictures are shared with all of the users on Pinterest. When others on the site see your items they can "like" your "pin". They can also re-pin the

picture onto one of their boards which will then in turn get your item seen by a whole new group of users. People using the site can also choose to follow you if they are very interested in your pins. The benefit of this is to introduce a whole new client base to your brand, store, products and you! Another benefit is that if they are loving pictures of what you are offering they are more likely to stop into your store and see them in person. Turning prospects into clients, and who doesn't want that?

Pinterest's mission is to connect everyone in the world through the 'things' they find interesting. They think that a favorite book, toy, or recipe can reveal a common link between two people. With millions of new pins added every week, Pinterest is connecting people all over the world based on shared tastes and interests.



If you are interested in finding out how Pinterest can benefit your business, I will be holding a class on **February 2, 2012** in Newton, NJ and I will also be holding a class on February 15th. If you are interested please contact me at [Patti@BestToFollowMe.com](mailto:Patti@BestToFollowMe.com). Seating is limited and fill up quickly. You can also visit my website at [www.BestToFollowMe.com](http://www.BestToFollowMe.com) for more class information.

Happy Pinning!

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## **Business & Vendor Opportunities**

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

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**Christina Chujko**  
**Sales Representative**  
**Liberty Mutual Insurance**  
 13 Main Street Ste 5 Sparta, NJ 07871  
 (973) 726-4550 ext 52937 - office  
 (908) 499-9018 - cell  
 (973) 726-7287 - fax  
[www.libertymutual.com/lm/christinachujko](http://www.libertymutual.com/lm/christinachujko)

## **Business Networking Invitation**

### **International Network Week**

**February 7th from 630pm -830pm**

at Skyview Country Club on Lafayette Road in Sparta.

Cost is \$10 a person with appetizers and cash bar.

This event is hosted by 3 local BNI Chapters and is an open to the community - social network event.

We host this event every year and its always a great success and lots of fun! We have invited local Chambers, and other networking groups. Would love to see ISBOG there too! Please pass out the info for those interested in meeting local business owners. Thank you!

Christina Chujko

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Andy Ball

973-222-8748

[www.MainStreetEvents.org](http://www.MainStreetEvents.org)

### **Main Street 5k/10k festival & Fitness Expo scheduled Saturday, April 21<sup>st</sup>.**

If anyone of the members has a wellness/fitness business, I am inviting them to the Main Street 5k/10k festival & Fitness Expo scheduled Saturday, April 21<sup>st</sup>. There should be around 1000 in attendance all day! Health Food, Non competing fitness center, outdoor life fitness and the like. Any associates are welcome as well...just spread the word. The only cost would be a door prize or auctionable item. I am not charging \$80 for a space. The event will be paying 6 certified and well established massage therapists sponsored by First Hope Bank.

Send email to [andyran@centurylink.net](mailto:andyran@centurylink.net) to request more info.

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## **Our Community - News & Events**

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### **ISBOG Member Announcements**

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#### **Andrew S. Abdul - Flags & Silver a.k.a. That Special Gift**

A&P / Sears Shopping Plaza

1926 Union Valley Road

Hewitt, / West Milford, NJ 07421

973-728-2927

E-mail: [andy@flagsandsilver.com](mailto:andy@flagsandsilver.com)

Website: [WWW.FLAGSANDSILVER.COM](http://WWW.FLAGSANDSILVER.COM)



**NEW YORK GIANTS**

**AND**

**NEW YORK RANGERS**



**FLAGS & MERCHANDISE**

**VISIT OUR WEBSITE TO SEE MORE**



<http://www.flagsandsilver.com/index.html>

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**Kathy & Matt Buccieri - Buccieri's GEMS & JEWELRY**

5669 Berkshire Valley Road

Oak Ridge, NJ 07438

Phone: 973.208.6880

Email: [kathy@buccierisgemsandjewelry.com](mailto:kathy@buccierisgemsandjewelry.com)

Web Sites: [www.diamondsofnj.com](http://www.diamondsofnj.com)



**Surprise Your Valentine**

**with a Gift They Will Cherish Forever**

**Reflection Beads Colored Pearls Color Stone Rings**

**Diva Diamonds Anniversary Bands Color Stone Earrings & Much, Much More**

\*\*\*\*\*

**Everyone who visits our store between February 1<sup>st</sup> & February 14<sup>th</sup>**



**will automatically be entered for a chance to win**

**2 tickets to the Devils/Rangers Game**

**on**

**Tuesday, March 6<sup>th</sup> 2012.**

*~ Drawing to be held on Tuesday, February 14<sup>th</sup>. ~*

*~ Winner need not be present to claim prize. ~*

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**Bucciari's GEMS & JEWELRY**



**If you have not already "liked" us on Facebook,**

**please click on the below button.**

**It's the fastest way to hear all about our new inventory, promotions, events, extended hours, and much more. Plus, you'll receive valuable tips for caring for your jewelry, interesting gem trivia, and much more.**

**"Like" us today and you're sure to receive your first jewelry care tip within a couple of days.**

**\*\*\*\*\***

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**Patricia Voorhees**  
**The Teacher's Edge Tutoring LLC**  
Hamburg, NJ 07419  
Bus: 973-209-1202  
Cell: 973-459-9586  
Email: [pvoorhees@teachersedgetutoring.com](mailto:pvoorhees@teachersedgetutoring.com)  
Website: [www.teachersedgetutoring.com](http://www.teachersedgetutoring.com)

**The Teacher's Edge Tutoring, LLC**

**Specializing in Spanish and English tutoring by NJ State Certified Teachers.**

**Other subjects now available.**

**Customized language classes for small groups (personal or business).**

**Coming Soon - Summer Spanish Program at Lafayette Village!**

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**Harvey and Patricia Voorhees**  
**Play Your Music DJ LLC**  
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**State of the art DJ Services.**

**Birthdays, Weddings, Anniversaries,  
Graduations, Reunions, Banquets,**

## Holiday Parties, Sweet Sixteen and much much more.

### New Karaoke parties for adults and children!

#### UPCOMING EVENTS!

**February 11<sup>th</sup> – Dover, NJ – Women of the Moose Dance**

**February 17<sup>th</sup> – Milford, PA – American Legion Karaoke**

**March 13<sup>th</sup> – Vernon, NJ – Kids St. Patty's Party**

**May 6<sup>th</sup> – Vernon, NJ – Vets Karaoke**

**May 16<sup>th</sup> – Vernon, NJ – Mom's Party**

**May 18<sup>th</sup> – Frankford, NJ – Community Day**

#### **Spirit of the Arts Foundation**

55 Bank St.

Sussex, NJ 07461

973-875-2068

Contact Sandy Mitchell

### **Spirit of the Arts Foundation and Vertical Vision presents Breaking Free From Debt Seminar**

***An interactive, informational workshop for individuals and families***

**Saturday, February 11, 2012 from 1 – 3 PM**

**at the Wooden Duck Bed and Breakfast, 140 Goodale Rd., Andover/Newton, NJ.**

It seems most conversations lately have focused around topics of debt and budgets but when was the last time you really concentrated on your finances? Have you ever made any of these statements? I wish I could save more money. I wish I didn't have debt. I don't know how I'm going to retire. I wish I could pay all my bills and still have a few dollars left over. I work so hard but have nothing to show for it.

Sadly, these thoughts are all too common in the average household, but not all of us are aware of what can be done to correct the problem.

**Breaking Free from Debt** seminar will take place on **Saturday, February 11, 2012 from 1 – 3 PM at the Wooden Duck Bed and Breakfast, 140 Goodale Rd., Andover/Newton, NJ.** Refreshments will be served. Pre-registration is required for the seminar. Interested parties can register and purchase tickets online at [www.Breakingfreefromdebt.eventbrite.com](http://www.Breakingfreefromdebt.eventbrite.com) or mail a check to SOTA Productions, 55 Bank St. Sussex, NJ 07461 Please make check payable to Vertical Vision. The seminar is \$25 per person in advance and \$35 at the door. Sorry, we will not have child care available.

**Breaking Free from Debt** will use interactive methods to show you exactly how you got into debt, how marketing and society perpetuate excessive debt and review how debt impacts your life and family. Once we have clearly identified the root causes of our debts we will develop the tools to

become debt free. **Breaking Free from Debt** will focus on how to avoid debt and overspending. The financial coaches from Vertical Vision will work with you to develop a realistic plan to becoming debt free and achieving financial freedom.

Attendees will not be asked to share any personal financial information with the group – and all information shared with the Vertical Vision coaches will be kept strictly confidential.

### **What is Spirit of the Arts Foundation?**

Spirit of the Arts Foundation is a nonprofit 501c3 organization dedicated to support the arts and humanities. We produce a variety of events all consistent with our mission. The humanities aspect is related to the wellbeing of our community and its members and includes health & wellness, culture and in aspects from physical, emotional and financial wellbeing. Please visit our website and our for profit website, Vendor Finders USA for all your vendor needs. [www.sotafoundation.org](http://www.sotafoundation.org) and [www.vendor-finders.com](http://www.vendor-finders.com).

### **What is Vertical Vision?**

Vertical Vision is financial coaching focused on helping individuals and families achieve financial freedom. We are Financial Advisors focused on investing the wealth you already have. Financial Coaches teach you to become financially free and build wealth. Financial Coaching provides education and guidance to the everyday person so that you can independently manage your money. The ultimate goal of Vertical Vision is to help you become financially secure for a lifetime. To learn more about Vertical Vision please visit their website at [www.MyVerticalVision.com](http://www.MyVerticalVision.com).

For more information, please call Sandy Mitchell at 973-875-2068.

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### **Janet Pfeiffer, Pres, CEO Pfeiffer Power Seminars, LLC**

...dedicated to peace, understanding and prosperity

Author, THE SECRET SIDE OF ANGER

endorsed by NY Times bestselling author, Dr. Bernie Siegel

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[www.PfeifferPowerSeminars.com](http://www.PfeifferPowerSeminars.com)

[www.FromGodWithLove.net](http://www.FromGodWithLove.net)

[Janet@PfeifferPowerSeminars.com](mailto:Janet@PfeifferPowerSeminars.com)

973-697-1904

201-213-8499 (c)

### **The Wall Street Journal, Rush Limbaugh and CBS News all like Janet Pfeiffer!**

**Read a clever account of how Janet Pfeiffer resolves disputes with her husband. Even if you're not married, these are important tips you can use with anyone. Nagging, fighting and poor resolution skills can damage and destroy any relationship.**

**Wall Street Journal Jan. 25, 2012**

**[Meet the Marriage Killer: How to Stop Nagging Your Spouse](#)**

**By Elizabeth Bernstein**

**<http://www.pfeifferpowerseminars.com/pps1-articles.html>**

**Then hear what Rush Limbaugh had to say:**

**[http://www.rushlimbaugh.com/daily/2012/01/26/quick\\_hits\\_page](http://www.rushlimbaugh.com/daily/2012/01/26/quick_hits_page)**

**Finally, (so far), watch for an upcoming segment on CBS News (taping this Tues.). Link will follow.**

**Pass these tips along to your friends and family. We can all use some simple suggestions to make our relationships easier.**

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**Astorloid, Inc**

10 Park Place

Butler, NJ 07405

973-283-9892

Contact: Laurie Bakay

**Astorloid, Inc**



As Astorloid prepares to close our doors there are still some cabinets available as well as some equipment.

If you are interested in a bit of history, honoring quality in American manufacturing, give us a call and stop by before February 24 th.



**MEYER PS-8 3200MM 10' Panel Saw 2003 Model** 3200mm 10' Cutting Length 80MM Finish Cutting Height 20 H.P. Main Motor 1.5 H.P. Scoring Motor  
Side Pressure Device for Squaring Crosscut Parts 5 -100 MPM Saw Carriage Forward 130 MPM Return Electronic Cutting Height Option Grooving



**BUSELLATO JET 3000 Point to Point Machining Center 2000 Model** Useful Working Field 120.1" X 48" X 7.5" Positioning Speeds "X" 70MPM "Y" 61  
"Z" 12 MPM Genesis Software 6 Rails with 21 Pods Panel Lifters TF17 Boring Head with 10 on "X" and 7 in "Y" 2+2 Horizontal 12.5 H.P. Electric  
with 0-360 Degree CNC Unit 8 Position Tool Changer Auxiliary 9.5 H.P. Router ISO-30 Tool Interface "Autolink" Seamless Link and Base  
Software with Scanner Saw / Router Aggregate Manually Adjustable

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**Patricia A. Singer**  
**Follow Me Social Media Consulting**  
 Sussex, NJ 07461  
 201-874-0032  
[Patti@BestToFollowMe.com](mailto:Patti@BestToFollowMe.com)  
[www.BestToFollowMe.com](http://www.BestToFollowMe.com)



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Did you know that there are more people on Social Media sites then there are watching TV these days?

How would you like to get your business the exposure it deserves?

We can do just that!

We can get you on Facebook, Twitter, LinkedIn and so many more.

**Do you have a retail business?**

**Have you heard about Pinterest?**

If you are interested in finding out how Pinterest can benefit your business, I will be holding a class on **February 2, 2012** in Newton, NJ and I will also be holding a class on February 15th. If you are interested please contact me at [Patti@BestToFollowMe.com](mailto:Patti@BestToFollowMe.com). Seating is limited and fill up quickly. You can also visit my website at [www.BestToFollowMe.com](http://www.BestToFollowMe.com) for more class information.



**Social Media as a marketing tool is more important then ever.**

**Let's get your business in front of the millions of users of social media.**

**Contact me for a free 1/2 hour consultation.**

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**The Alternative Press**

Jennifer Jean Miller - Reporter, Photographer, Marketing Consultant

[jmiller@thealternativepress.com](mailto:jmiller@thealternativepress.com)

[www.thealternativepress.com](http://www.thealternativepress.com)

**The Alternative Press is on its way to Sussex County!**

[TheAlternativePress.com](http://TheAlternativePress.com) (TAP) now enables over 400,000 people to read their local news, 24-7 at their convenience.

There are many ways to market yourself on [The Alternative Press](http://TheAlternativePress.com) - - from press releases, to guest columns, to event listings, to business listings. Please take advantage of it - - not only will our readers see it but it will also help with your Search Engine Optimization (how high you appear on search engine listings like Google).

Look forward to meeting with fellow ISBOG members to share with you all of the benefits available to you on our site, and to helping all of you to help your businesses further grow. Please feel free to contact me for further information.

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**Business Resources**

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**Classified Ads**

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**Help Wanted**

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**For Sale**

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**Looking For....**

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**Safety**

## Family

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## Pets

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### 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](mailto:lilfurryanimals@yahoo.com)

NEW Web Site: [www.OscarAnimalRescue.org](http://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

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### MEET BERRY!

Hi my name is Berry and I am a German Shepherd mix. I am a big boy, but that just means theres more of me to love. My foster Mom said that I am a fast learner and have a great temperament. She said I am already potty trained and crate trained and doing a great job with leash training. I love to give kisses and am extremely friendly. I will come right over to you to get pet or scratched, I'm not picky. I bark when

the doorbell rings to tell you someone is there. Sometimes I get car sick, but my foster Mom is working on that with me. No junk food for me or I get a tummy ache. I enjoy playing with toys, especially squeaky toys and balls and am good with other dogs. I am a very sweet soul. I would love to meet you and your family. Do you have room in your heart for me?

Berry is a male GSD mix, fixed and has all his shots.

Read all about [Berry!](#)



Here's PINKY

Pinky is an 8 month old female chi mix. She is a quiet snuggler. She likes kids and other dogs. Very smart. She is spayed and has all her shots. She is so much fun too, a joy to be around.

Read all about [Pinky!](#)

Interested in adopting? Please fill out our adoption application at [www.OscarAnimalRescue.org](http://www.OscarAnimalRescue.org)

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

Interested in adopting? Please fill out our adoption application at  
[www.OscarAnimalRescue.org](http://www.OscarAnimalRescue.org)

Please check our web site for Pet Adoption Events. [www.OSCARAnimalRescue.org](http://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 a happy, healthy, and successful year in 2012.

Happy New Year!

Amy

Amy C. Steele  
President, ISBOG of Sussex County  
Lafayette, NJ  
Phone: 973-875-8886  
Email: [AmySteele@ISBOG.org](mailto:AmySteele@ISBOG.org)  
Web Site: [www.ISBOG.org](http://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.*