April 23, 2015 - 9:00 AM - 3:00 PM  
Pines Manor, Edison, NJ

For details, full agenda, & registration  
www.njawbo.org/event/conference2015

Do you have all the tools you need  
to grow your business?  
Join us and learn more at this info-packed conference!

Schedule of Events

• Registration – 9:00 am
• Welcome – 9:15 am
• Keynote Address – 9:30 am  
  "How To Connect To Yourself And Your Customers"  
  Soraya Morgan Gutman, Brand Launcher
• Conversation Circles 10:30 am  
  15 Topics with Facilitators
• Networking & Coffee Break – 11:15 am
• Four Workshops – Noon  
  • Certification Can Lead To Opportunities  You Never Thought Of!
  • Financial Management For Your Business
  • On-Line & On-Target Marketing
  • You’re Social! Now What?
• Buffet Lunch – 1:00 pm  
  Includes Special Panel on “Alternative Funding Sources”  
  and wrap up – Did you Miss Anything?

Cost: Members $65pp, Non-Members $85pp

Opening Keynote Speaker  
Soraya Morgan Gutman  
"How to Connect to Yourself & Your Customers"  

Yesterday’s marketing does not work anymore. In today’s super-competitive business environment and the power of the Internet, traditional sales, advertising and marketing fall flat. This seminar reveals five out-of-the-box marketing moves that you can use now to get the phones ringing and boost sales. Discover practical ideas and surprising tips immediately applicable to your own business. Find out how to leverage your uniqueness or “Big Zig” by targeting your ideal customer, how to motivate more sales and how to overcome resistant prospects with testimonials that work.