

MERCER VISION



The mission of NJAWBO is to provide tools for members to compete in any marketplace, enabling them to operate financially successful businesses.

January 2002
Volume VII No. 4

www.njawbomercer.org

January Dinner Meeting Tuesday January, 8 2002 6:00pm Urban Word/Conduit, 449 South Broad Street, Trenton, NJ

Topic: Unravel the Mystery: Employee or Independent Contractor?

As a small business owner, have you ever been daunted by the prospect of hiring? Compounding the matter, are you mystified about whether to hire an employee or independent contractor?

Don't be in the dark! Come to this panel presentation on January 8, 2002, where you will learn how to determine who **exactly** is an independent contractor and who must be designated an employee. Our panel of experts includes: Suzanne Rosenblum, CPA of S. P. Rosenblum (Lawrenceville, NJ) and John Thurman, Esq. of Farrell & Thurman, PC (Princeton, NJ). Key points our panel will be covering include:

1. Tests for independent contractor status,
2. Liability to/for independent contractors,
3. Responsibilities of independent contractors vs. employees, and
4. Wage and benefit issues created by independent contractors.

Suzanne Rosenblum, CPA, provides personalized accounting, tax preparation and planning, and financial planning services to small businesses and individuals, as well as management advisory services. She has 23 years of experience in public accounting, and has won the U.S. Small Business Administration Accountant Advocate of the Year Award for New Jersey (1992).

John Thurman, Esq., represents employers and executives in legal proceedings throughout the U.S. and provides consulting and compliance services to human resource professionals. Mr. Thurman is a Program Leader with the Equal Employment Opportunity Workshop Series and Certificate Program at the Rutgers Center for Management Development, and has published articles and contributed to books on employment law and federal practice.

With advance reservation: Members \$28 Non-Members \$33

Without advance reservation: Members \$33 Non-Members \$38

RSVP **By January 1.** Mercer Chapter Hotline **609-924-7975** or e-mail Jackie at **notably@home.com**

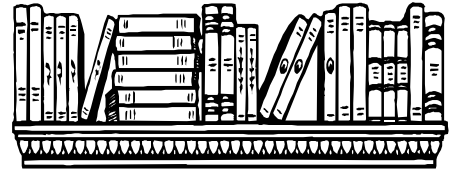
Payment at the door. **Cancellations necessary by noon on January 4.** Please call 609-924-7975

Directions to Urban Word/Conduit: Phone: 609.989.7777

Going Rt. 1 North, from PA, take the Market St. Exit, take a left & go under Rt 1 overpass, take a left at the 4th light onto So. Broad Street. Go through one light and then take a right onto Ferry Street, Take a left into the parking lot & walk up from the rear of the restaurant.

Going Rt. 1 South, Take So. Broad St./Train Station Exit, go to the 1st light & make a right onto Hamilton Ave at the Arena. Parking is available all along Hamilton Ave on right or take a right onto So. Broad St & a left onto Ferry St. Parking lot on left of Ferry.

NJ Turnpike to exit 7A, Go 195 West towards Trenton, until it turns into 129. You will see a McDonalds on the right. Make a left onto Hamilton Ave at next light & follow above directions.



President's Message

On behalf of our board members and myself, I would like to wish each and everyone of you a joyous holiday season and a new year full of happiness, health and prosperity.

We are in exciting times, and thanks to our wonderful board, our chapter is flourishing and all indicators point to our continued success. I urge you all to get involved in any way you can. It will be worth your time and energy. If you have not already done so, please complete the survey on page 3. In an attempt to minimize growing pains of our chapter, we are looking for your feedback.

As always please feel free to contact me via whatever medium you wish. I look forward to hearing from you.

Lisa Harrah

Book Club Update

Great ideas and opinions are shared at each Book Club gathering. Come join us for our next Brown Bag Meeting on Wednesday, January 23, 2002, 12 noon at Arlene Schragger's house.

We will discuss The E Myth Revisited- Why Most Small Businesses Don't Work and What To Do About It, by Michael Gerber.

For more information contact Cheryl Corbett at 609-799-6398 or OCorbett@aol.com

Holiday Party Door Prizes Galore!

Thanks to the generosity of MANY people, our "Holiday Party: Pamper Yourself III" was a tremendous success! As VP of Programming (and the seemingly crazy person dashing around during the event!), I want to personally thank the following people for their door prizes, party donations and **boundless support**:

Pam Cato, *A Piece of New Orleans*
Lisa Conigliaro, *Le Borse*
Cheryl Corbett, *Silver and Gold*
Tommi Culligan, *Village Traditions*
Georgeanne Dantone, *Prima Donna's Closet*
Karen Fontaine, *Anna Bean Clothing*
CathyAnn Frank, *First Union National Bank*
Kathy Gianetti, *Summation Consulting*
Paula Gould, *Paula Gould Consulting*
Lisa Harrah, *Harrah & Associates*
Lynn Hartley, *Canadian Comfort*
Renee Martin, *Questioned Documents*

Meryl Miller, *Meryl Miller Massage*
Kathy Morolda, *Cranbury Station Art Gallery*
Linda Principe, *Linda Principe Interiors*
Rebecca, *Rebecca's Forecast*
Linda Richter, *Personal Paperwork Solutions...and More*
Jean Santin, *Mary Kay Cosmetics*
Arlene Schragger, *ads Public Relations & Marketing*
Liska Shands-Linton, *Aunt Lis' Gourmet Sweetbread*
Eva Tootleman, *Sew Many Gifts*
Jackie Zohn, *Notably Yours*

I would also like to give credit to the Board for their assistance and support, as well as my Assistant VP of Programming Kathy Gianetti.

~ **Susan Guarneri**, VP of Programming, NJAWBO Mercer Chapter

R U an Entrepreneur?

R U an Entrepreneur will be presented at Borders in Princeton on Tuesday, 1/15/02 at 7pm.

For more information contact Lana Vanucchi at 908.359.5792 or lvcoaching@yahoo.com

RENEWING MEMBERS

Linda R. Gardner
Linda R. Gardner, Esq.

Meryl R. Miller
Meryl Miller Massage

Suzanne Rosenblum
S.P. Rosenblum, CPA

Kelly D. Trendell
Cranbury Communications, Inc.

Virginia E. Tryon
AIA/P&STU enterprises, Inc.

Jackie Zohn
Notably Yours

NEW MEMBERS

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609-588-8703

Marketing Roundtable

This is a members only event; however, a non-member may attend once before joining our chapter.

Where do you want to be in 5 years?

Come to this marketing roundtable to discover the strategies & tactics for getting there. We will focus on each person's long term goal and help to create a 6 month game plan.

Date: Wed, January 16, 2002

Time: 11:45 to 1:30 pm

Location: Schragger & Schragger Law Offices -3131 Princeton Pike Bldg. 1B Lawrenceville, NJ.
609-895-0999

Cost: \$10 for all attendees

Registration: Please register in advance by calling Arlene at 609-882-4586

Bring your own lunch; drinks and dessert and fruit will be provided.

Monthly Marketing Roundtables are a valued added program for members of NJAWBO Mercer. These give and take sessions cover a wide spectrum of business marketing issues and are held on Wednesdays. There is a \$10 charge per session to cover refreshments and expenses. The public may attend one session only before becoming a member of the Chapter.

Do we have your most recent e-mail address?

Send it to Lisa Harrah at lisah@harrah-assoc.com

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Mercer Vision is a publication of the Mercer County Chapter of NJAWBO.

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Mercer Chapter Calendar

September 2001	October 2001	November 2001
5 SB 11 MD Topic: WEB-SAVVY BUSINESS BASICS -postponed	2 SB 4 MB 9 MD Special Event with Kathleen Achorn Topic: Getting a Yes.... Tips on Making Successful Client Presentations 15-19 Trenton Small Business Week 17 MR 22 Procurement Event 24 Business Book Club	5 NJAWBO Membership Recruitment and Retention Event 7 MR 13 MB 13 MD Topic: Community Service Helps Your Bottom Line 28 Prospective Member Chat 5:30pm Borders Books West Windsor, NJ
December 2001	January 2002	February 2002
4 SB 6 MB 6 MD Topic: Our Holiday Gifts to Ourselves: Pamper Yourself III 12 MR	1 Deadline Nominations: Business Woman of the Year Award 8 MB at <u>Urban Word/Conduit</u> 8 MD at <u>Urban Word/Conduit</u> Topic: Unravel the Mystery: Employee or Independent Contractor? 15 R U an Entrepreneur 16 MR 16 US1 Ad deadline 23 Book Club	5 SB 12 MB 12 MD Topic: WEB-SAVVY BUSINESS BASICS Rescheduled from September 2001 13 MR
March 2002	April 2002	May 2002
5 SB 14 MB 14 MD Topic: Smart Women Finish Rich 20 MR	2 US1 Ad deadline 9 MB 9 MD 10 MR 18-20 NJAWBO State Conference	8 MR 9 MB 9 MD 20 SB Annual Meeting and Chapter Leadership Training 30 US1 Ad deadline
June 2002	<p>DATES SUBJECT TO CHANGE MERCER CHAPTER HOTLINE: 609-924-7975</p> <p>MD: Mercer Dinner and Networking-6PM -open to all members and guests. MB: Mercer Board-4:30PM -open to all members and guests. SB: State Board-Holiday Inn, Jamesburg, NJ. The cost including dinner is \$25. Call NJAWBO State office 732-560-9607 for reservations. MR: Marketing Roundtable- Office of Schragger & Schragger 3131 Princeton Pike Suite 1B Lawrenceville, NJ-open to all members.</p>	
11 Women of Achievement Luncheon PNCBank Arts Center 11 MB 11 MD 12 MR		

CHAPTER WEB SITE NEWS

Additional Hot Links – FREE. Did you know... that for only \$50 per year you can have your company listed by product or service category – with additional listings under categories of your choice available for FREE - on the NJAWBO Mercer Chapter website (www.njawbomercer.org)? The Members Links program has been enhanced to be sure you have **marketing visibility** under every category that makes sense for your product or service. This benefit is available to NJAWBO Mercer Chapter members only.

The listing will include your FULL contact information, as well as a hot link (clickable) to your email or website. If you would like to incorporate a logo into this listing, the annual fee is \$75 (instead of \$50). Contact Susan Guarneri (Ebizmagic1@aol.com) to obtain the necessary form for submitting your information and selecting your categories.

If you have a **hot link**, a potential customer can contact you immediately! Capture your potential customers while the buying impulse is strong – get a NJAWBO Mercer Chapter hot link on the Members Links page.

Mercer Chapter Newsletter Now on the Web!

Check it out today by going to
<http://njawbomercer.org/>

Questions or Comments? Call Sarah
Miller at 609-406-1665 or send
email to smiller@setnow.com

Meeting Planner Needed!

Excellent opportunity to network and meet present, new and prospective members. This position also enables someone to improve negotiation skills when working with the restaurant manager, discussing the price for the dinner and planning the menu.

Contact Cheryl Corbett for more details. 609-799-6398 or
OCorbett@aol.com



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