

You're receiving this email because of your membership in Executive Women of New Jersey.

You may [unsubscribe](#) if you no longer wish to receive our emails.



Supporting New Jersey's executive women  
today . . . for tomorrow.

# The UPDate

## Executive Women of New Jersey Newsletter

January 2009

### In This Issue

Upcoming Program  
Welcome New Members  
EWNJ News  
Membership Renewal  
Letter from the President  
Marketing Message  
Members in the News

### Upcoming Programs

We are still working on scheduling a date for our annual **Breakfast With The Governor**. Stay tuned.

Please save **Friday, March 27, 2009** from 2:00pm to 5:00pm for our program, **Breaking the Glass Ceiling**, at Deloitte in Parsippany.

The charge is \$25 for members and \$45 for non-members. Sponsorship opportunities for this event are still available.

### Letter from the President



Mary S. Hartman

Dear Members of EWNJ:

All best wishes to each of you in this still young but already eventful new year! The scene, both nationally and globally, is at once more promising and more daunting than in any new year in recent memory. But when it comes to matters closer to home -- and in particular to our mission at the Executive Women of New Jersey to advance women to the highest levels of leadership - I have no trouble affirming that despite real challenges, the glass for women leaders in the Garden State is more than half full -- and rising!

As I noted in last fall's letter, 2008 witnessed some real advances for women leaders in our state, such as a jump from 43rd out of the fifty states in representation of women in New Jersey's legislature to the rank of 14th. True, we still have no women in our 15-member

## Welcome New Members

Jane K. Greenwald  
Partner  
Battalia Winston/Amrop

Donna T. Pepe  
Founder, President & CEO  
Communications Strategies,  
Inc.

Would you like to  
recommend someone for  
membership?

Submit your  
recommendation to include  
answers to the  
following questions:

How can this individual  
increase EWNJ's Visibility?

How can this individual help  
raise dollars for EWNJ's  
scholarship fund?

## New at EWNJ

The EWNJ Public Relations Committee, with the help of all other committees, has updated the EWNJ website. Go to [www.EWNJ.org](http://www.EWNJ.org) to check out our new look and updated content. We will continually update the site, so please send any suggestions to [Sally Glick](mailto:Sally.Glick@ewnj.org), PR Committee Chair.

All members have a user name and password to access the Members Only portion of the website. If you have forgotten your user name and/or password, contact [headquarters](mailto:headquarters@ewnj.org).

## Membership Renewal

The 2009 membership renewal is in full swing. If you have not yet renewed your membership, please contact headquarters to receive a copy of your renewal notice. Don't miss out on these important

Congressional delegation; and progress continues to be slow, as I also observed then, in board appointments. Women named to the boards of Fortune 500 companies headquartered in New Jersey, for example, have actually declined slightly since 2005, from 16.6 percent to 16.1 percent. Still, our state remains above the national average of women board members in the Fortune 500, which stands at 15.2 per cent. And our new Board Appointments Committee, ably and energetically chaired by Anji Foster, has a great panel with several women board members coming up this spring. Do check it out, note our other events -- and while you are at it, enjoy the "new look" of our website!

<http://www.ewnj.org>

There is more reason for optimism about women leaders in New Jersey when you look at our higher education statistics. New Jersey's female population in 2005 had a 5 percent higher percentage of women college graduates -- 21.1 per cent - than the 16.8 percent for the country as a whole. In addition, in 2005, we had a higher percentage of women with professional degrees and doctorates, which translates, again, into more women in the eligibility pool for top leadership.

Indeed, if we take the longer view, there is a case to be made that in the nation, and even more swiftly in New Jersey, the pace of women's movement into leadership will start to pick up more sharply in the next decade and beyond. I say this less because of the change of administration in Washington -- although the example set by the new President's appointments and policy statements is promising -- than because longer historical trends are continuing to place ever more talented, prepared, professional women in the pipeline to leadership.

We now know, too, that women's presence in major decision-making forums is not just good for them, and not just good for realizing our country's vision of itself as the land of opportunity. It is good for everybody. What do I mean, here? Quite simply, since women are still likely to have some different experiences from men, they bring different priorities to decision-making forums that positively affect many others beyond themselves who are often overlooked. As Marie Wilson, director of the White House project, pointed out this month, women's perceptions have been key in shaping public policy around issues including living-wage campaigns, micro-enterprise initiatives, new approaches to safety such as campaigns for seat belts and against drunk driving, and new ways to deliver health care. She reminds us that it was the desire of mothers living in shelters to give their daughters a vision of a better life that originally inspired her, over seventeen years ago, to take the lead in creating "Take Our Daughters to Work Day."

Still, although the signs are good for a stepped-up pace in women's achievement of top leadership positions, this change will not be automatic. We already know that the "stall" in recent decades in women's movement into the top ranks, in both public and private institutions, owed less to the availability of qualified women to fill these positions than to a combination of resistance in the top male ranks and the disproportionate responsibilities women bear for maintaining households and caring for children and elders.

benefits.

Receive The Update - EWNJ's Quarterly newsletter.

Inclusion in the EWNJ Directory of New Jersey's Women Leaders, which is posted on the Members Only portion of our website.

Notification of openings on corporate and non-profit boards.

Access to member-only web pages for career development, board appointments and networking.

Attendance at the Corporate Board Appointments Breakfast Meeting.

Attendance at the Annual Breakfast with the Governor of NJ.

Subscription to Garden State Woman magazine.

Discounted registration fees to attend networking events and other programs.

Access to a statewide network of business, professions and government leaders.

Recognition as a business leader.

### EWNJ's Mission

The purpose of Executive Women of New Jersey is to promote the advancement of women to the highest levels of business, professions and government.

Here is where organizations like EWNJ, New Jersey's premier organization for the advancement of women, come in! These women are acting, individually and collectively, to help make positive change for women. The women in our organization are typically the leaders in their workplaces and communities in philanthropic initiatives. Our organization itself was way ahead of the curve when, in the mid-1980s, we established scholarships for women seeking advanced degrees. With the help of Pam Fischer's superb Scholarship Committee, we will soon surpass the million dollar mark in support of the future women leaders of New Jersey. What is more, the fact that we are a cross-sector group, linking women leaders in business, academe and government, means that we are capable of identifying and acting upon multiple ways to help women level the playing fields out there and to realize their dreams of top leadership.

Last, but hardly least, the advantages of EWNJ membership are vitally important in challenging times such as these when our networks matter more than ever in keeping us connected, in opening doors to opportunity, and in creating special occasions to enjoy one another's company. Senator Diane Allen (R-Burlington), an honoree at our Salute to the Policy Makers dinner last year, is a tireless supporter of equity for women and a great believer in women working together, as well as with men, to advance women leaders. A co-sponsor of legislation creating New Jersey's distinctive Council on Gender Parity, (whose work so impressed our state's leaders last year that its threatened budget was restored at full funding), Senator Allen remarked not long ago, "It's so important for women to become part of various networks because that is time well spent." So my friends, it is time to act. If you want to take advantage of all that our network offers --including our upcoming 30th anniversary celebration in 2010 -- don't forget to renew your membership now, if you have not already done so. And be sure to mark your calendars for upcoming EWNJ events. See you there!

Note: Data cited are drawn from the research of the Center for American Women and Politics, at Rutgers Eagleton Institute of Politics, <http://www.cawp.rutgers.edu/> and Rutgers Institute for Women's Leadership's NJ Women Count [http://iwl.rutgers.edu/research\\_womencount.html](http://iwl.rutgers.edu/research_womencount.html)

---

### Member Spotlight - Bonnie A. Evans



**Bonnie Evans**

It is a pleasure to introduce all the EWNJ members to Bonnie Evans. Bonnie is the Senior Vice-President at Kessler Institute for Rehabilitation. This role caps a truly wonderful professional career, which has helped her develop the skills and expertise to be a strong, contributing member to the business community, and especially to women in business. What is unique about her is the way that she has leveraged the various segments of her life, tying them all together, and "connecting the dots" so that she can add the most value to everyone she comes into contact with.

Bonnie graduated from Northeastern University and remained in Boston for one year as she began her career as a physical therapist. She already had a real passion for helping people and had made the decision that physical therapy would give her the hands-on opportunity to make a difference in people's lives. As a college student, she had spent some time as an aide at the prestigious Kessler Institute and when there was an opening in their physical therapy department -- which almost never happened -- they called and recruited her to return to New Jersey and accept the position. Throughout the next 35 years, she has been in many roles throughout the organization, influencing its amazing growth and being impacted by all the exciting and challenging roles they made available to her. From therapist, she moved to Director of Physical Therapy. Her next major change came when she was strongly encouraged to throw her hat into the ring for a newly available position as Vice-President. She applied and was accepted -- breaking three important glass ceilings at the same time, because she was the first woman, the first African-American and the first physical therapist to have achieved this status!

As the first person in her family to graduate college, Bonnie is very proud to be a part of such a wonderful, compassionate and carrying institution and for the chance to contribute to its continued growth. As a member of the Senior Management Team, she is a role model and mentor, affecting the hands, hearts and minds of the company's greatest assets -- its people. Now enjoying the title of Senior Vice-President, this nominee continues to be committed to everyone in the organization.

The ability to consciously blend her professional skills with her community service has set this nominee apart from all others. She has sought out specific organizations where she understands that her talent and connections can make a difference.

Bonnie sits on the board of directors for four nonprofit

organizations. At Friends' Health Connection, she has used her experience on other boards to help them model their own and has tapped into her healthcare background and administrative strengths to move them forward. At the West Orange Chamber of Commerce, she is able to contribute to the growth of the West Orange business community, having an impact on positive growth and instituting changes in the community. In her role on the board of New Jersey Brain Injury Association, her healthcare background is particularly valuable as she helps the association serve the brain injured population more effectively. Lastly, but perhaps most importantly, her many roles at Executive Women of New Jersey have brought her great satisfaction. As Vice-President, Program Director and Chair of the Scholarship Committee, this nominee has developed powerful relationships with influential women across the state. She is able to leverage these women, and the resources they represent, across her other board positions as well as in her professional role.

In addition to all that, Bonnie is a new member of the campaign for 2009-2020 for Go Red for Women in New Jersey. She is concerned about heart health of women and African Americans and is excited to be an influencer in this new group as they try to replicate the success of the New York chapter.

Bonnie's passion is in helping people and, most especially, in helping women. Along with her commitment to EWNJ, she has formed her own mentoring group of about sixteen women. Everyone who participates influences, stimulates and impacts the others. By forming a group, and allowing the dynamics between the participants to flow freely, she has provided a potent forum for all.

---

### **A Marketing Message**

---

Think about how many electronic holiday greeting cards you received during the months of November and December. Then think about how many you deleted before you even read them! Most likely, you have been inundated with this latest use (or abuse!) of e-mail as a communication tool. No one can doubt that e-mail plays a critical role today for everyone, but the worry is that it has begun to replace, not complement, other forms of communication. If you chose not to send traditional holiday cards this year, either to save money or trees, your decision is applauded. Instead of sending an "e-Card," how many of you simply picked up the phone and called a friend, a client or a business colleague, to wish them a happy holiday?

Consider your most valuable relationships and think about what characteristics they have in common. Most likely, your most meaningful relationships are built on a solid foundation of years of personal interaction, a high level of sharing of trust, respect and confidence, and a willingness to unselfishly help each other. While e-mails help us to keep in touch, it would be really surprising if your most successful relationships began, or are nurtured, through e-mail!

So, next time you are ready to click "send" - think about making a quick call instead. You might just "WOW" somebody!

---

## Our Members Are In The News!

---

*Thank you to everyone who shared their good news with us:*

The Fourth Annual Garden State Woman of the Year Awards were presented at a luncheon on Friday, January 23rd, at the Park Avenue Club in Florham Park. The selections were made by trustees of the Garden State Woman Education Foundation and include EWNJ members:

**Aldonna Ambler**, Ambler Growth Strategy Consultants,  
(Entrepreneur)

**Pam Fischer**, Division of Highway Traffic Safety, (Government)

**Deborah Zastocki**, Chilton Memorial Hospital (Healthcare)

Garden State Woman magazine has selected EWNJ member, **Aldonna R. Ambler**, CMC, CSP, as its Garden State Woman Entrepreneur of the Year for 2008. One of 50 women nominated, Ambler was selected "in recognition for her many accomplishments, [her] impact on the lives of others, and for serving as a role model for younger New Jersey women", said Judy Chapman, the Founder and Editor of Garden State Woman magazine.

Gibbons P.C. has been named as one of the 2009 Catalyst Award recipients. This annual award honors exceptional initiatives from companies and firms that support and advance women in business. EWNJ members from Gibbons are **Christine Amalfe**, **Kim Catullo**, **Alice Halchak**, and **Geraldine Ponto**.

The J.H. Cohn Professional Women's Program has been named Garden State Woman magazine's 2008 Women's Initiative Organization of the Year. **Lynn Lagomarsino**, CPA, is a J.H. Cohn partner and director of the Professional Women's Program. Since 2005, the Garden State Woman of the Year program has honored remarkable New Jersey women, but this year marks the first time that the publication has given an award to "a New Jersey-based organization with a clearly established and successful women's initiative program designed to empower women to succeed in their organizations while achieving balance in their professional and personal lives."

**Susan P. Ascher**, Founder, President and CEO of The Ascher Group, a contract staffing firm headquartered in Roseland, NJ, was published in The Journal of Investment Consulting, November/December 2008. Her article entitled, "Clients Working After Retirement," focuses on the reality that many older workers choose to stay in the workforce either by choice or by necessity. Ms. Ascher captures another reality, "In sharp contrast to the challenges facing older workers now, economic forecasts predict that employers who are eager to see their older employees retire today may struggle to retain them in just a few years." For a copy of the full article, please contact The Ascher Group.

**Angela S. Calzone**, President, Change & Response Strategies, LLC, has recently been published as follows:  
October 2008: Profiled in article published in New Jersey & Company magazine, "Moving in the Right Direction"

Mid-Atlantic Real Estate Journal: articles and advertorials  
November 21, 2008: "Listening Your Way to Success in Business and Sales"

December 19, 2008: "Leadership: Manager, Strategist, Servant has Changed"

January 4, 2009: Profiled in the Business section of The Star-Ledger, in a column entitled, "Firms Consult Her for Advice." Ms. Calzone spoke about her company's approach to out-sourcing and what differentiates Change & Response Strategies, LLC. According to Ms. Calzone, "We provide out-source support services. Our main goal is to keep functions organically within the company. We know that we're pre-fired, in that our role is not to live within the company forever. We're more about job creation than job elimination."

On December 19, 2008, the New Jersey State Bar Association awarded **Angela Foster, Esq.** the Distinguished Legislative Service Award.

On December 8, 2008, **Sally Glick** was named as the first woman and first non-billable professional to become a principal at the New Jersey firm, Sobel & Co., LLC, Certified Public Accountants and Consultants.

**Debbie Hart**, President of BioNJ and Association Associates, Inc. in Trenton, New Jersey, is the recipient of the prestigious Woman of Achievement Award for 2008 from the Mercer County Commission on the Status of Women. The award spotlights Ms. Hart's contributions to Anchor House, a multi-service agency for runaway, homeless, abused, and at-risk youth and their families, for which she serves as the Vice President of the Board of Directors. Debbie is a 15-year participant in the annual Anchor House 500-mile Bike Ride for Runaways as well as a former Ride Committee Chair. This award honors women who serve as inspirational role models to other women in Mercer County.

The Morris County Chamber of Commerce has named **Lynn Lagomarsino, CPA**, a partner at J.H. Cohn LLP, the chairman of its board of directors for 2009. Lynn most recently served as vice chairman of the Chamber's board and has also served as treasurer.

**Diahann W. Lassus, CFP®, CPA/PFS** has been interviewed by the Wall Street Journal, and Money, Kiplinger's and Consumer Reports magazines. She has contributed to articles in TIME magazine, Black Enterprise magazine and The Palm Beach Post. She also appeared on NBC's the Today Show, "New Jersey Now" My9/WWOR TV and a Marketplace-American Public Media program called "Trusting Your Financial Planner". Lastly, she has been interviewed by both a French and British newspaper.

**Marcy LoCastro** was recently featured in the newsletter of The American Woman's Society of Certified Public Accountants of NJ. She is also now serving as a Senior Advisor on the Industry Advisory Board of Alvarez & Marsal.

**Denise Morrison**, Senior Vice President and President North America Soup, Sauces and Beverages at Campbell Soup Company, will be recognized on March 4, 2009 by Girls Inc. for her strong, smart and

bold contributions to the Greater Philadelphia Region.

The Association of Hispanic Advertising Agencies (AHAA) has appointed **Esther Novak**, founder and CEO of VanguardComm, a New Jersey-based multi-cultural marketing communications firm, to its Board of Directors.

**Erica Peitler**, leadership performance coach and author of "Open up and say aaah!", will be presenting a workshop at The Park Avenue Club on Tuesday January 27th, from 12:00-2:00 pm, called "Wizardship....The New Leadership". Attendees will learn how to counterbalance and complement the energy of command and control leadership with one which invites individuals to tap into their own personal MAGIC as a new way of paving a road to success.



Wizardship and MAGIC are not just "cutesy" phrases, but clear and direct prescriptions for creating the positive environment and momentum you want in your workplace and life! In this workshop, you will learn about the five critical elements of this new leadership profile... Wizardship... and gain access to the MAGIC we each have for impacting growth and transformational change in our businesses and personal lives! For more information, you can reach Erica at or visit The Park Avenue Club website for details.

**Heather G. Suarez, Esq.**, a partner at Walder, Hayden & Brogan, P.A. in Roseland, has also been in the news. Early in the fall, Commerce Magazine in an article entitled "The Road to Success for Women Business Leaders is About Traveling Together, Never Riding Alone", interviewed Heather. Heather, a graduate of Bayonne High School, was inducted into the Bayonne High School Hall of Fame. She was the first member of her graduating class (class of 1974, 756 graduates) to be so inducted. Later in November, Heather was the event Chair for the Women's Fund 14th Annual Gala held at the Short Hills Hilton. In the December issue of Real Estate New Jersey, Heather was recognized as a Woman of Influence. NJ Biz has selected Heather to be one of its judges to select New Jersey's Best 50 Women in Business for 2009.



**Judith Sullivan**, White and Williams, has been named to the Corporate Practice and the International Practice Groups.

**Susan Youdovin**, EVP, Healthcare Division, Rosica Strategic PR, is happy to announce that B&Y Communications has merged with Rosica Strategic PR in Paramus and is now the Rosica Healthcare Division. Rosica is very excited about the opportunities for growth with the companies' combined capabilities in corporate communications and media relations. New contact information: 95 Route 17 South, Suite 109, Paramus, NJ 07652-3700; 201.843.5600.

---

Any ideas - something we have missed? Please contact Sally Glick at  973-994-9494  or via e-mail at [sally.glick@sobel-cpa.com](mailto:sally.glick@sobel-cpa.com) so that we can continue to make this member newsletter a valued communication tool for everyone.

Also, if you would like to be interviewed for this newsletter or contribute information, please contact Sally Glick at

 973-994-9494 .

Email Marketing by

 **SafeUnsubscribe**®

This email was sent to hgsuarez@whbesqs.com by [execwomennj@ewnj.org](mailto:execwomennj@ewnj.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).



Executive Women of New Jersey | 1 AAA Drive | Trenton | NJ | 08691