

The National Black MBA Association, Inc. New Jersey Chapter



Empowering visionaries.

NATIONAL
BLACK
mba
ASSOCIATION, INC.

And The Winner Is.....

Business Pitch Competition Winner

This month's issue is dedicated to Entrepreneurship in the New Jersey community. On October 1st, the NBMBAA – NJ chapter co-sponsored the New Business Entrepreneurs Conference at Middlesex County Community College. This issue features all of the businesses who were a part of the program.

Eden Organix's guiding mission is to enrich the lives of our clients with organic, natural, and eco-essentials based products and services. Eden Organix was built with eco-friendly materials from the front desk to the bamboo floor and low-VOC paints. All of our therapists and makeup artists are educated about the dangerous chemicals in beauty products. Our staff has over 20 years experience allowing us to give our customer the best therapists to pamper and relax them. Our estheticians have trained at some of the best spas around the world.

Valerie believes in the products she sells at Eden Organix, "that's why none of our products have parabens, sodium lauryl/laureth sulfate, propylene glycol, or DEA. Many of these toxic chemicals are being linked to cancer and I make it a point not to even have it in our hand soap because I am so committed to environmentally sound practices. We also support the Campaign for Safe Cosmetics, which is a watchdog group for the cosmetics industry. Valerie says, "I have been personally affected by these toxic products from health concerns in my own family, so we take great care to offer our clients the best products on the market. If I wouldn't give it to my mother or daughter, I certainly won't sell it to you!"

To stay consistent with the environmental theme, Eden Organix displays environmentally friendly books for clients to read and they use a energy efficient computer and low flow toilet to conserve water. Through out the facility, energy efficient light bulbs are used and receipts are emailed to customers instead of being printed to save on paper.



Valerie won 1st place in the business plan competition sponsored by the Institute for Entrepreneurial Leadership in May of 2008 in Newark, NJ. Valerie also placed 3rd in the Venture Association of New Jersey Elevator Pitch Olympics for 2008. Valerie Mason-Robinson is a highly sought after speaker in the "green" community. Most recently she was on Taking Care of Business hosted by Jill Johnson on Northstarnews.com, Essence Magazine, The Big Idea with Donny Deutsch on MSNBC, and as a "green" beauty expert for the Go Green Expo's which are festivals around the country focusing on eco-friendly consumers and businesses.

Valerie has a B.S. in Chemical Engineering from the Illinois Institute of Technology and a M.S. in Management from the Univ. University of Maryland. She is a former cosmetic researcher in the lab at MIT and a licensed esthetician. She has created a company that gives back to organizations that helps women, children, and the environment while also creating a safe haven for organic, natural and eco-friendly products that are toxic free.

eden
organix

Q3 2011 NEWSLETTER TABLE OF CONTENTS

- 1 Entrepreneur Winner
- 2 Mayor's Business Summit
- 3 President's Corner
- 4 Conference Kickoff
- 5 Loft 47 Networking
- 6 Leaders of Tomorrow

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Mayor's Business Summit

"Opportunities for Entrepreneurs and Business Leaders in Neptune Township"

On Wednesday July 20, 2011 the Mayor of Neptune Township, our own Kevin McMillan, hosted an entrepreneurs program at their city hall offices. The event included 2 separate panels. One focusing on Business and Entrepreneurship, while the other panel presented topics on Urban & Economic Development. Participants could learn about starting a new business or how to go about bidding on government contracts in the urban development arena. The event was a well attended success with the audience gaining valuable information and resources for doing business in Neptune Township. Some of the dynamic speakers included Deborah L. Smith, Social Media Marketing and Internet Branding Consultant; Kathy Valentine, President of the NBMBAA, New Jersey Chapter; Kurt Cavano, President of the Neptune Township Economic Development Corporation; Marian R. Bauman, MLS Library Director and Raymond Fischer, Senior Business Development Officer of the New Jersey Economic Development Authority (NJEDA).



Listed below are the companies that were in attendance at the Business Conference. The NMBAA does not endorse any of the following businesses. The details below are intended for networking and informational purposes only.

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Special Thanks to
 NAACP, Metuchen, Edison Area Branch
 IFEL, New Jersey
 Middlesex County Community College
 AKA, Nu Xi Omega Chapter



Getting Back to Business in 2011

Now that the summer is over, everyone should be focused on 2 key areas - 1) Finding a job with one of our New Jersey business partners or 2) Creating a business of your own.

Hopefully you were able to attend the 33rd Annual Conference in Atlanta GA on October 3-8th. The event was an overwhelming success with 10,000+ attendees and hundred's of companies participating in the career fair. I am so inspired by all the hard work that went into the conference and even more proud that our chapter was able to offer free registrations to our military members and members in transition. Get ready for another great event in September 2012 in Indianapolis, Indiana.

On the other hand, you may have decided to create your own business. One of the 5 key focus areas of the NMBAA, Inc. is Entrepreneurship. This quarter, we offered 2 programs in this area, so hopefully anyone with some thoughts about starting a business was able to attend and get the resources and info they need to get started. Stay tuned for more fun and exciting programming in the 4th Quarter!



CORPORATE Spotlight

Conference Kickoff at ADP



On Thursday September 15, 2011 the chapter hosted a Conference Kickoff program in conjunction with ADP Corporation. The event was created to prepare our members for the grueling work of attending a career fair by giving them the "Inside Scoop from the HR Pro's".

- The speakers included (pictured from left to right)
- Tara Amaral, Chief Diversity Officer and Vice President Staffing, ADP
 - Kevin, McMillan, Mayor Neptune Township NJ
 - Dr. dt ogilvie, Professor of Business Strategy & Urban

Entrepreneurship at Rutgers Business School - NaTasha Edwards, University Specialist Staffing, Diversity & Inclusion ADP and Gerard Ohen from Verizon Wireless

NaTasha Edwards, who is the Vice President of Operations of the NMBAA New Jersey Chapter, served as the moderator for the program and started the session off with some standard questions for each of the panelists. The bulk of the program content was a much needed primer for anyone looking for a job or thinking about attending a career fair. The panelists came from a variety of backgrounds and gave out valuable insights on how to approach a table at a job fair and the right way to open a conversation with a company recruiter. One attendee talked about going right home to update her on-line applications based on the feedback that Gerard shared about tailoring your resume based on the skills and requirements of the job description. Tara also talked about the best way to approach someone to ask them to "connect" on social media. Overall the program was the perfect precursor for those getting ready to hit the career fair floor in Atlanta.

After-Work Networking Event at Loft 47

What better way to kick-off your weekend, than attending a fun and relaxing happy hour event with the Black MBA's? On Friday August 19, 2011 the chapter hosted a networking event at Loft 47, a minority owned restaurant, bar and lounge. The evening included drink specials, complimentary appetizers, a live band and door prizes – all free to members. Special thanks to Tammy Brown, the owner of Loft 47. No need to make a long report, the happy faces in the photos below say it all.



Chapter President Kathy Valentine looked on as Councilwoman Mildred C. Crump and the Hon. Julien X. Neals made brief remarks to the crowd.



←Lena Taylor, Chair of the Professional Dev. Committee with Carol Warren, former board member.



←Cynthia London, owner of Razzberry Pearl shows her products to member Howard Hall.



Kelton Cooper Full Circle Band

Featured Below are Additional Contestants from the New Entrepreneurs Business Conference

Chental-Song Bemby was the 1st Runner-Up



Chental-Song Bemby
The Honey Bunch Kids

I started drawing the characters in The Honey Bunch Kids when I was in the 5th grade, and a few years later, developed their personalities. When the opportunity came for me to attend a writing camp in 2007, I jumped on it. The camp was held at Middlesex County College in Edison, NJ. As I look back on the types of books I used to read, one of my favorite authors was Barbara Park with her Junie B. Jones series. Her characters were clearly identifiable, but I found that there was an opportunity to expand with this type of writing. With The Honey Bunch Kids, it is my goal to fill a void in children's literature that shares the life experiences of every day African American middle school characters that engages readers through humor while still teaching valuable life lessons. Today I have two published books under my belt; The Honey Bunch Kids and The Honey Bunch Kids: School's In Session!. My third book will be released in May, 2012. We also have T-shirts available. Ultimately, I aim to turn The Honey Bunch Kids into a dominant brand featuring The Honey Bunch Kids-- Dizzy, Cheeks, Stuart, Bubble Gum Boy, and Corinne.



DCH Consulting
Services, LLC
Dorothy Handfield
President

Dorothy has worked for thirteen years as an educator in urban school districts within New Jersey. I love my profession and, I especially love working with our children. Nevertheless, I do not love not being able to assist all of the children who enter our school doors on a daily basis. Far too often, due to large classroom sizes and lack of resources, educators do not have the capacity to provide small group instruction to children who are struggling with reading. Through my experience, children who have not mastered basic reading skills become frustrated, discipline problems, risk retention and eventually drop-out of school.

DCH Consulting Services, LLC is geared to providing reading tutorial services to male students between the ages of 10 and 18 years old who are reading 2-3 years below grade level. We not only focus on the reading skills of the child but on the triangular relationship of the child, home and school. We will provide parent/guardian workshops on the home/school connection. We will communicate with the child's school about their progress. Our goal is to develop a strong reader who will become a strong, productive citizen.



My name is Kevin Elliott, I am the owner of a small business called (JUST) THE ONE-Mobile Pick Up & Delivery Dry Cleaning Laundry Service. Before starting the business I worked many odd jobs, I am currently employed part time for a Janitorial company. I established the business in April 2010. My business is just that, a mobile pick up & delivery service for people who are customers of local dry cleaners. Many people go to work before the cleaners open and by time people get off of work the cleaners are closed. We offer the convenience of saving time & gas to our customers and as well, potential customers. Additionally, we also pick up and clean Blinds, Drapes and Comforters

We take pride in offering our customers quality service. Our motto is "WE ARE HERE TO SERVE YOU". We are currently sub contracted thru two Dry Cleaners, however if a customer desires to use their own personal dry cleaner, we are willing to drop off their garments at their cleaners, but do prefer our own.

The turnaround time of pick up & delivery is two days and we offer same day service. We are located in the Central Jersey area; with drop-off sites in Neptune and Asbury Park, but also

works outside of the drop-off area, we are mobile so we will come to them! IF WHAT YOU DESIRE IS TO BE FRESH, CLEAN AND PRESSED CALL: (JUST) THE ONE-Mobile Pick up & Delivery Laundry/Dry Cleaners Service For ALL Your Dry Cleaning Needs! Phone: 732 895 4133 E-mail: Justiceetruth@gmail.com





RAZZBERRY PEARL, LLC, is an All-Natural Body Product company created by Cynthia London. Razzberry Pearl was created to compliment lifestyles using the best all-natural ingredients. Our products will overwhelm the senses with one use; you will be convinced to try more. Razzberry Pearl has created a line of products by remembering the best ingredients is those we don't have to concoct but blend, for your day-to-day regimen.

Cynthia worked in corporate America for over 20 years and tried to get back, but in today's economy, no one was calling for the once Executive Assistant for Senior Management, so now she's CEO of Razzberry Pearl. Razzberry Pearl product line is sexy, playful and a provocative way of life. This company is prideful, humble and strong. Razzberry Pearl will be remembered for its drive and determination to produce natural products with care and promise for years to come. We will establish relationships that will carry on through time. Razzberry Pearl's scented lotions, creams, oils, and salts will capture moments in time and have you wanting more. Their Shea butter helps with skin disorders such as eczema and dry itchy skin to condition and put back moisture. The Dead Sea salt Scrub and bath Salts, helps with exfoliation, muscle aches and poor blood circulation. In every product we offer our careful design to make our clients happy knowing that only the best Ingredients will do. These botanical ingredients enhance your beautiful skin keeping it soft and glowing. Remember smell is the essence of imagination, follow you nose to Razzberry Pearl. And for the consumer who enjoys the convenience of shopping on-line, you can check them out at www.razzberrypearl.com in the near future.

EDUCATION

2011 Leaders of Tomorrow (LOT)

High School Mentoring Program

The Leaders of Tomorrow High School Mentoring Program for the 2011-2012 school year had its program kick-off on Saturday September 17, 2011 and again on Saturday October 15, 2011. Each month LOT delivers seminars and programming focused on business skills and college success. The group meets regularly on the 2nd or 3rd Saturday of the month at Rutgers University in Newark NJ. The opening sessions included a mini-competition to create a marketing plan for the LOT t-shirt business. Last year the LOT leadership decided to start their own t-shirt business and this year we are challenging the students to come up with creative ways to bring their product to market. The next meeting will be Saturday November 12, 2011 at 10:00am at Rutgers.



Our 2011 Corporate Partners:



www.WyndhamWorldwide.com