


POWER BREAKFAST



A BRAIN TRUST INITIATIVE

SUPERCARGE YOUR DAY!

Best Practices • Great Networking • Useful Knowledge

Financial Management Strategies



July 17, 2013

Panel Moderator

Dale Caldwell

Strategic Influence, LLC

Brought to you by:





BCDC IS THE ECONOMIC CATALYST FOR NEWARK, NJ. OUR SERVICES INCLUDE:

ACCESS
NEWARK

BUSINESS ATTRACTION
AND RETENTION

CONVENTION AND
VISITORS BUREAU

SMALL BUSINESS
DEVELOPMENT

REAL
ESTATE

Dental Kidz

\$640,000 loan and technical assistance for this Newark professional practice.



Food Plaza

\$200,000 for small grocery store renovations and fresh food improvements.



Loft 47

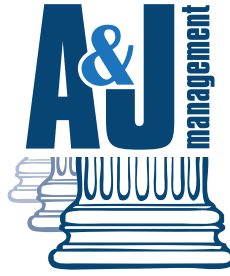
Add diversity of dining establishments to Newark's central business district.



Newark, NJ is an evolving urban marketplace. New ideas, investment and leadership energize the rich legacy of our city. Newer incentives create unmatched opportunity for companies and individuals to prosper. We are building infrastructure and attracting businesses. We are improving access and opportunities for our residents to create wealth and own homes. From arts, culture and entertainment to high quality parks and open spaces; our city is offering more than ever before. We are building a stronger, safer, prouder city and we invite you to take a closer look at the **NEW, NEWER, NEWARK.**

VISIT BCDCNEWARK.ORG or CALL 973.273.1040






A Trusted Advisor to Help You Strategize and Achieve Your Goals.

We don't only make recommendations, we ensure that your plans are implemented successfully.

A & J Management – A trusted adviser for Organizations and Individuals providing solutions for business strategy, financial management, insurance, and employee benefit challenges. We bring a wealth of business experience, knowledge, and professional relationships to bear for our clients, helping them to more effectively achieve and exceed their goals.

POWER BREAKFAST



A BRAIN TRUST INITIATIVE



A SERIES OF EVENTS FOR ENTREPRENEURS BUSINESS OWNERS AND ORGANIZATIONAL LEADERS

The series brings speakers from across the country who are experts in their respective fields and incorporates local experts and thought leaders into the conversation.

BRAIN TRUST



INITIATIVES

Brain Trust Initiatives introduce a higher level of intellectual capital through events, activities, and programs exposing individuals and organizations to professionals with world-class ideas, information, and connections. They introduce ideas that expand vision, perspective, and goals to further empower diverse businesses and individuals to grow and thrive, so that they can positively impact the community.

“The Pursuit of Excellence Never Ends”

M.INK[®] Productions^{LLC}

"CONTENT IS KING, VIDEO IS QUEEN!"

- Each month, more than 180-million US Internet users watch about 43-billion videos. Do you want your content to be a part of that force?
- Many of your potential clients and customers hang out in the digital space, watching video content on their mobile and tablet devices. Do you want to reach these people with your branding and marketing message?
- Do you want a quality video presence that truly communicates your quality products and/or services?

Every company and person needs to market and brand themselves through video. Why Not You?!

**M.INK Productions[®] -- helping you
add video to your branding and marketing strategy!**

**Delivering superior digital content consultation, creation
and award winning services in a high tech world.**



AVA Awards, MarCom Awards, The Healthcare Advertising Awards & The Service Industry Advertising Awards Winner for outstanding work in advertising, marketing, media & digital communication.

**Creators of the web-based business news
program, *In Full View*, ifvnews.com**



**CONSULTANTS:
Marcella Palmer
Shea Maultsby**

**M.INK Productions[®] LLC
917.727.MINK(6465)
www.minkproductions.tv**



AGENDA

8am – 8:45am Networking & Breakfast

8:45am – 9:30am Program

Welcome

*John Plunkett,
Assistant Vice President, Marsh USA*



Introductions

Andrew Frazier, MBA, CFA President & COO, A & J Management

Regional Business Organizations

Forward Ever Sustainable Business Alliance

Karen Brown Stovell, Executive Director

Brick City Development Corporation (BCDC)
Lyneir Richardson, CEO

A Word From Our Sponsor – AFLAC

Michael Robbins, AJM Agency

Moderator Introduction

Andrew Frazier, Assistant Vice President, Marsh USA

Panel Moderator/Discussion

Dale Caldwell, Strategic Influence, LLC

Questions & Answers

Wrap Up – Andrew Frazier

9:30am – 10am Networking

“The Pursuit of Excellence Never Ends”



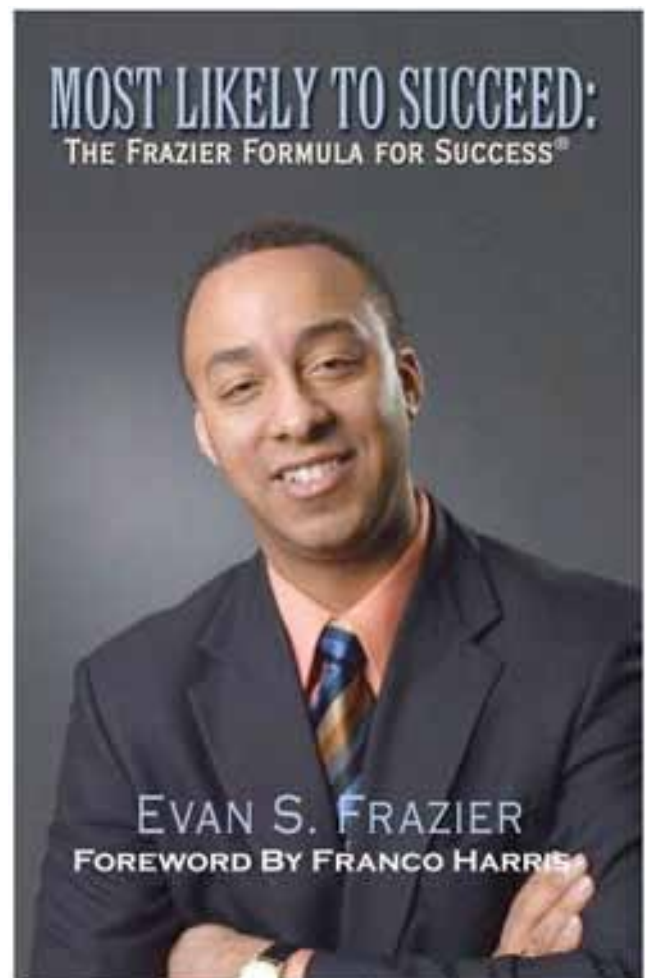
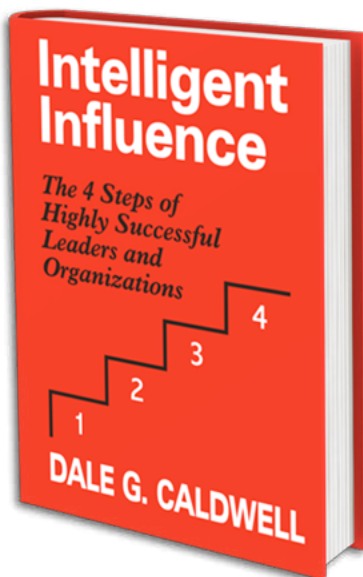
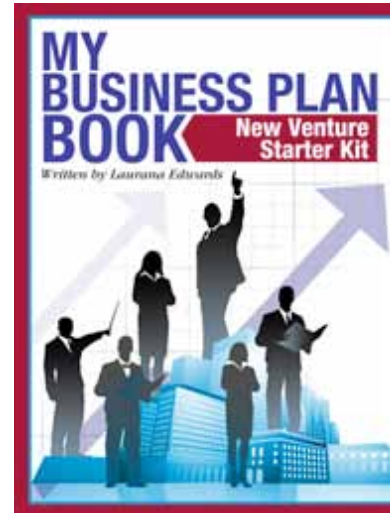
Today's tough marketplace demands meaningful, high-quality content that motivates target audiences.

Content creates relationships, trust and engagement. That's why nine out of 10 organizations today use content marketing to propel their business forward — an area where C.C. SULLIVAN excels. Today's most effective tactics include:

Articles	79%
Social Media	74%
Blogs	65%
E-newsletters	63%
Case Studies	58%
In-person Events	56%
Video	52%
White Papers	51%
Webinars	46%

C.C. Sullivan specializes in product and professional service content. We deliver creative, measurable and scalable content-campaigns that succeed in today's tough marketplace.

Find out how C.C. Sullivan can create better content for your audience and sales goals. Contact Julia Ginocchio, Marketing Director, at 973.744.4101/julia@ccsullivan.com.



Aflac[®]forBusiness[®]

Get the Aflacts.[®]

Why your company needs Aflac now more than ever. These days, keeping costs under control while keeping employee morale up can be challenging. That's why there's never been a better time for you and your employees to have Aflac.

1

AFLAC COMPLEMENTS YOUR COMPANY'S EXISTING BENEFITS PACKAGE.

Aflac is different from major medical; it's insurance for daily living. It pays cash benefits directly to your employees, unless otherwise assigned, to help them with daily expenses due to an illness or accident. With a wide range of insurance policies, your employees can choose the areas where they want additional coverage. Aflac benefits do not change or replace any of your current employee benefits; they complement them.

2

YOU CAN PROVIDE AFLAC AT NO COST* TO YOUR COMPANY.*

Aflac policies are 100% employee-paid and are purchased on a voluntary basis. Many companies choose to make Aflac policies available as a cost-effective solution to help employees with the rising cost of out-of-pocket health care expenses.

3

AFLAC CAN PROVIDE MANY COMPANIES WITH POTENTIAL TAX SAVINGS.

Some of Aflac's tax-advantaged plans allow employees to use pre-tax dollars to pay for their policies. And when you lower the taxable income of your participating employees, it can result in potential tax savings for your company.

4

AFLAC POLICIES HAVE BEEN DESIGNED FOR EASE OF ADMINISTRATION.

Our policies and services are designed to be easily implemented. And with coordinated enrollment, support tools, and online services, Aflac makes it easy for your employees to participate.

5

AFLAC HELPS ATTRACT AND RETAIN EMPLOYEES.

Great benefits are a top priority for employees when considering where to work. Aflac policies are an easy way to boost your benefits package and increase your employees' morale at the same time.




Michael Robbins
(908) 922-2919 Cell
(862) 220-4880 Fax
michael_Robbins@us.aflac.com

For more information, visit aflacforbusiness.com



We've got you under our wing.[®]

© 2010 Aflac Incorporated.

**POWER
BREAKFAST** 
A BRAIN TRUST INITIATIVE

Brought to you by:



WWW.AJ-MGMT.COM

(973) 780-8384

info@aj-mgmt.com

“The Pursuit of Excellence Never Ends”