

# LEADING WOMEN ENTREPRENEURS & BUSINESS OWNERS

# 2013 FINALISTS



Together the LWE finalists are generating over \$5 billion in revenues, employing tens of thousands and supporting hundreds of non-profits.

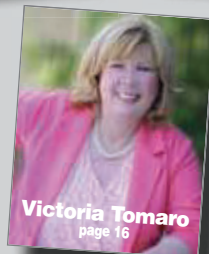
Chosen For Their Exemplary Efforts In  
COMMUNITY INVOLVEMENT | MARKET POTENTIAL  
ADVOCACY FOR WOMEN | INNOVATION

Registration Is Now Open For The Top 25 Event  
at Fiddlers Elbow on December 5th - 6PM: visit [LWENJ.COM](http://LWENJ.COM)

# LEADING WOMEN

## ENTREPRENEURS & BUSINESS OWNERS

### 2013 FINALISTS HIGHLIGHTS



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It is with great honor that we present the 2013 **Leading Women Entrepreneurs & Business Owners** of our state. This has been our most competitive year as we received hundreds of nominations. The 150 finalists listed on page 28 and 29 were selected based on Innovation, Market Potential, Advocacy for Women and Community Involvement. Their estimated combined revenue generation is over \$5 billion dollars, they are employing tens-of-thousands and supporting hundreds of non-profits. These women have demonstrated the value of leadership and the heights to which it can take a person, a company, a community or even a state. So take a moment to read about some of the most powerful women in the great State of New Jersey as they share their entrepreneurial journeys with us. We hope you find their stories inspiring enough to reach for your own dreams.

The **Top 25 Leading Women Entrepreneurs** will be announced in the next issue of *New Jersey Monthly!* Register at [LWENJ.com](http://LWENJ.com) for the **Top 25 Unleashing Your Power** Event on December 5, 2013, 6 PM, at Fiddlers Elbow Country Club. If you are interested in monthly networking events please join our newsletter or follow me on twitter.

We look forward to connecting with you!

Best Wishes,

*Linda Wellbrock*



Saba Photography

# LEADING WOMEN ENTREPRENEURS & BUSINESS OWNERS

## TECHNOLOGY

Smartphones, tablets and other mobile technologies are rapidly transforming

our world as they give us the ability to talk, compute and share media anywhere, any time.

However, these technologies also present new challenges to businesses when it comes to controlling costs, safeguarding security and ensuring that employees make the best possible use of their mobile resources.

Céline Greffard saw the new business opportunity in these challenges. With fellow entrepreneur businesswoman and technology visionary Berylle Reynolds, she launched a highly innovative company that empowers clients to intelligently manage the growing use of mobility across their organizations.

Their company, OneCall Manage, provides a full range of effective, easy-to-implement mobility management capabilities—including bill review, governance policy and device procurement—via the Internet. In fact, Céline and Berylle started leveraging the Internet to deliver their proprietary software solutions (an approach commonly referred to today as “The Cloud”) before such an approach became commonplace.

OneCall Manage’s wireless expense management software was nationally recognized as Communications Product of the Year by TMCnet, a leading publisher of communications industry media. And the latest addition to its product family can reduce clients’ roaming charges by up to 95%.

Céline’s innovative entrepreneurship is exceptional in its own right, but it is made even more remarkable by the fact that she is excelling in a high-tech market that has historically been dominated almost exclusively by men.

Leadership in New Jersey’s high-tech sector is nothing new for Céline. In the 90’s, she achieved success selling IT security solutions to Fortune 500 accounts—becoming the top producer of industry pioneer McAfee’s sales organization. She then helped lead multiple technology startups to profitable acquisitions by larger competitors.

Céline is an active, engaged member of her local community as well—participating in everything from Superstorm Sandy relief to Catholic Charities Linkages, as well as supporting fundraising activities that raise tens of thousands of dollars for Saint Catherine School in Spring Lake every year.

She has long been a pioneer in the advancement of the

interests of women in business through organizations such as Women’s

Presidents Organization and WBENC. In addition, as a CTI-Certified Professional Co-Active Coach and member of CEO Space International, Céline has positioned herself to effectively mentor New Jersey’s other up-and-coming businesswomen.

Most of all, Céline has become a superstar in the NJ technology business community because of her proven, no-nonsense business philosophy, which for more than three decades has focused on delivering value to client businesses through the practical application of innovative technologies.

## Céline Greffard ONECALL MANAGE

**OneCall Manage’s  
Dynamic Roaming Alerts™  
service reduces wireless  
roaming expenses  
by up to 95%.**



**888.557.1660 | célineg@onecallmanage.com | onecallmanage.com**

# 2013 Leading Women Entrepreneurs & Business Owners Finalists

- ~ Lita M Abele ..... U.S. Lumber Inc.
- ~ Van Adams ..... VanAdams Sports Group
- ~ Anne Marie Almasi ..... Almasi Companies
- ~ Aldonna R. Ambler ..... AMBLER Growth Strategy Consultants, Inc. ••
- ~ Shannon Aronson ..... The Shannon Aronson Real Estate Team, Keller - Williams Premier Properties
- ~ Susan Ascher ..... The Ascher Group ••
- ~ Julie Auslander ..... cSUS - Subscriptions Simplified ••
- ~ Casandra Autry ..... Woman to Woman OBGYN
- ~ Lisa Bair ..... Hobart Group Holdings ••
- ~ Karen Bakker ..... Above and Beyond Learning Group
- ~ Lisa Ballerini ..... Montana Construction
- ~ Susan Barbagaglia ..... Skin Deep Salon and Spa
- ~ Lynette Barbieri ..... Entrepreneurial Think Tank For Moms
- ~ Elizabeth Barry ..... Elizabeth Barry & Associates
- ~ Lorraine Bello ..... Ricklin-Echikson Associates (REA)
- ~ Lisa Bien ..... BIEN MARKETING GROUP
- ~ Caryl Bixon-Gordon ..... Caryl Communications, Inc.
- ~ Denise Blasevick ..... The S3 Agency
- ~ Rachel Braun Scherl ..... Semprae Labrotories Inc ••
- ~ Nancy Bray ..... Shelby Mechanical Inc.
- ~ Megan Brown ..... HATCHEDit.com
- ~ Annette Catino ..... QualCare, Inc. ••
- ~ Suzanne Cerra ..... Nukk-Freeman & Cerra, P.C. ••
- ~ Colette Chapman ..... Chapman Concierge and Errands Plus ••
- ~ Judith Charny ..... Charny, Charny & Karpousis, PA
- ~ Jacqueline Cleary ..... Atlas Data Systems, LLC ••
- ~ Jude Connally ..... Jude Connally
- ~ Vanessa Coppes ..... The Entrepreneurial Think Tank for Moms, LLC
- ~ Elizabeth Corrigan ..... The Complete Package
- ~ Joan Cozzoli Rooney ..... Cozzoli Machine Company
- ~ Kathleen Croddick Molyneaux ..... Suite K Value Added Services
- ~ Laurie Cummins ..... Groezinger Provisions Inc.
- ~ Stacie Curtis ..... CW Solutions
- ~ Mary Deatherage ..... Morgan Stanley Private Wealth Management
- ~ BettyLou DeCroce ..... ERA Gallo & DeCroce, Inc., Real Estate Corporation
- ~ Christine DeGraff ..... Websketching Web Design
- ~ Mindy Diamond ..... Diamond Consultants
- ~ Nathalie R. Doobin ..... HARVARD Services Group
- ~ Danielle Dronet ..... Newark Bears Professional Baseball
- ~ Baldeep Dua ..... Kirusa Inc ••
- ~ Tracy Duberman ..... The Leadership Development Group, Inc.
- ~ Jessica Durrie ..... Small World Coffee
- ~ Tracey Early ..... Untracht Early LLC ••
- ~ Willa Edgerton-Chisler ..... Symphony Strategies
- ~ Lisa Epstein ..... Encore Catering
- ~ Anne Evans Estabrook ..... Elberon Development Co. ••
- ~ Kelley Evens ..... Aurora Kitchens & Interiors, LLC
- ~ Lisa Fairclough ..... Fairclough Realtors® and Property Management
- ~ Eileen Flaherty ..... Alliance Cost Containment ••
- ~ Yanina Fleysler ..... Yanina & Co.
- ~ Marie Foegh, MD ..... Agile Therapeutics, Inc.
- ~ Christiana Foglio ..... Community Investment Strategies, Inc. ••
- ~ Loreley Fortin ..... Daystar Promotions, Inc.
- ~ Beverly Friedlander ..... Beverly Friedlander MD
- ~ Amy Gideon ..... TAG Online, Inc.
- ~ Kiran Gill ..... PARS Environmental, Inc.
- ~ Angela Gleason ..... National Mortgage Staffing LLC
- ~ Amy Gonzales ..... AK Environmental LLC
- ~ Lisa Greebel ..... AJ Images, Inc.
- ~ Céline Greffard ..... OneCall Manage, Inc.
- ~ Lori Grifa ..... Wolff Samson PC
- ~ Debbie Hart ..... Association Associates, Inc.
- ~ Engie Hassan ..... EngieStyle
- ~ Jani Hegarty ..... Health & Wellness Partners ••
- ~ Michelle Heide ..... Patton, Heide & Associates
- ~ Beth Hendlar-Grunt ..... KappaEast Management Consultants
- ~ Lynda Hinkle ..... Law Offices of Lynda L. Hinkle, LLC
- ~ Lisa Hirsh ..... The Accurate Box Company, Inc. ••
- ~ Debra Hoffman ..... System Office Products, Inc.
- ~ Eileen Huntington ..... Huntington Learning Center
- ~ Judith J. Sullivan ..... Davidoff Hatcher & Citron LLP
- ~ Maureen Jaret ..... Jarets Stuffed Cupcakes
- ~ Judith Jensen ..... Expressions and Reflections, LLC
- ~ Julie Kampf ..... JBK Associates, Inc. ••
- ~ Lynne Katzmman ..... Juniper Communities
- ~ Karen J. Kessler ..... Evergreen Partners, Inc. ••
- ~ Poonam Khubani ..... TeleBrands Corp.
- ~ Caryn Kopp ..... Kopp Consulting, LLC
- ~ Krista Korinis ..... Global Installation Resources, LLC
- ~ Sharon Kornstein ..... ImageDesign LLC
- ~ Bari Kroll ..... B. Lauren Investigations
- ~ Aerin Kwait-Taubin ..... Aerin Rose Swimwear
- ~ Diahann Lassus ..... Lassus Wherley ••
- ~ Patricia Laus ..... The Atlantic Club ••
- ~ Thai Lee ..... SHI International Corp.
- ~ Zoraya Lee-Hamlin ..... Ray Zo Marketing, Inc.
- ~ Barbara Leflein ..... Leflein Associates, Inc.
- ~ Marcy Leger ..... Strategic Frameworks LLC
- ~ Julie Levi ..... Progressive Promotions, Inc.
- ~ Collette Liantonio ..... Concepts TV Productions
- ~ Clara Lippert Glenn ..... The Oxford Princeton Programme
- ~ Paula Lombard ..... WEXCO Industries/AutoTex PINK
- ~ Suzi Mack-Fleisher ..... Suzi's Salon Spa & Wellness
- ~ Marcy Maguire ..... Windsor Nissan
- ~ Lorraine Maita, MS ..... Lorraine Maita M.D., How to Live Younger
- ~ Beatriz Manetta ..... Argent Associates Inc.
- ~ Cindy Malinchak ..... Environmentally Based Green Building, LLC ••
- ~ Margaret Marcucci ..... Coranet Corp.
- ~ Karen Martinez ..... BRAVO! Group Services, LLC ••
- ~ Elizabeth Mascali & Dawn Sandomen ..... Party Blueprints Inc. ••
- ~ Cynthia Matossian ..... Matossian Eye Associates ••
- ~ Shea D. Maultsby & Marcella Palmer ..... The M.INK Media Company
- ~ Susan McGlory Michel ..... Glen Eagle Advisors, LLC ••
- ~ Marguerite (Peggy) McHale ..... Consultant 2 go LLC ••
- ~ Stacey Meisel ..... Becker Meisel LLC
- ~ Marcy Metz ..... Asisco Automotive Company, Inc. and BJ&M Auto Inc.
- ~ Melinda Middlebrooks ..... Middlebrooks Shapiro, P.C.
- ~ Jayne Millard ..... Turtle & Hughes, Inc.
- ~ Liz Miller ..... Summit Place Financial Advisors, LLC
- ~ Donna Miller ..... Above and Beyond Inc. ••
- ~ Rosalind Minicozzi ..... Always There Home Health Care
- ~ Elisabete Miranda ..... CQ fluency
- ~ Lisa and Janice Molinari ..... 9 Hill Productions ••
- ~ Valerie Montecalvo ..... Bayshore Recycling ••
- ~ Shannon Morris ..... Sigma Group
- ~ Cynthia Myer ..... Ridgewood Moving Services, Co.
- ~ Jennifer Naughton ..... Radiant Resources
- ~ Katrina Neale ..... Global Essence Inc.
- ~ Claudia Nelson-Woodard ..... Northeast Planning Corporation
- ~ Jennifer Nevins ..... DW Smith Associates ••
- ~ Jane Newton ..... RegentAtlantic
- ~ Christine Nichlos ..... People Science
- ~ Cynthia Nicholson ..... Nicholson Corporation
- ~ Katherin Nukk-Freeman & Dawn Sandomeno ..... Nukk-Freeman & Cerra, P.C. ••
- ~ Katherine O'Hara ..... The O'Hara Project
- ~ Melissa Oliver ..... Star Bright Services
- ~ Sharon Olzerowicz ..... Hired by Matrix, Inc.
- ~ Mimi Omiecinski ..... Princeton Tour Company
- ~ Jean Oursler ..... Alden Consulting Group Inc.
- ~ Rose Oxley ..... Software Synergy, Inc.
- ~ Deborah Palacio ..... WebUndies.com, LLC
- ~ Hetal Parikh ..... Rangam Consultants, Inc.
- ~ Sheila Parker ..... SDM & Associates, Inc.
- ~ Hina Patel ..... RUKH Development
- ~ Naya Pearlman ..... Kim Pearlman LLC
- ~ Lynn Pechinski ..... 1st Straw Marketing & Promotions
- ~ Pamela Pecs Cytron ..... Pendo Systems, Inc.
- ~ Erica Peitler ..... Erica Peitler & Associates, Inc.
- ~ Linda Percoco ..... Max Title Agency, LLC

# 2013 Leading Women Entrepreneurs & Business Owners Finalists

- ~ Marjorie Perry ..... ZMZ Construction and Management ••
- ~ Sue Pisaturo ..... Small World Vacations
- ~ Karen Qualter Carolonza  
& Deborah Nettune Sittig ..... Green Room Communications
- ~ Jaime Raskulinecz ..... Next Generation Trust Services, LLC
- ~ Maryalice Raushi ..... Business Funding, LLC
- ~ Susan Reach Winters ..... Budd Lerner Law Firm ••
- ~ Laura Riley ..... Emerald Financial Group
- ~ Carmela Roberts ..... Roberts Engineering Group, LLC
- ~ Madeleine Robinson ..... LPS Industries ••
- ~ Lisa Sadaoui ..... REO Allegiance
- ~ Robbin Salmeri ..... Cleaners Advantage
- ~ Debbie Schaeffer ..... Mrs G TV, Appliances & Sleep Center
- ~ Linda Schmidt ..... LC Schmidt Associates LLC
- ~ Andrea Schragger ..... Meadowlands Consumer Center Global Marketing  
Research & Consulting
- ~ Judith Schumacher-Tilton ..... Schumacher Chevrolet ••
- ~ Tara Seager ..... Ally Solutions Group
- ~ Theodora Sergiou ..... Nicholas Pools Inc.
- ~ Linda Sharkus ..... Acqui SCI Inc. ••
- ~ Eileen Shrem ..... Your Friend in Insurance
- ~ Sally Jane Smith ..... TravelSmiths
- ~ Monica Smith ..... Market Smith ••
- ~ Kelly Snyder  
& Mary Beth Gulbert ..... The Stone Center
- ~ Lisa Solomon ..... Althea Property Services
- ~ Tam St. Armand ..... Saint Armand Ventures
- ~ Nancy Stango ..... Blink Reaction
- ~ Pamela Steenland ..... Homecare for Children, Inc. ••
- ~ Laura Stern ..... Nautilus Solar Energy, LLC
- ~ Dr. Linda Stone ..... Gentle Caring Dentistry ••
- ~ Robin Suydam ..... Suydam Insurance Agency LLC
- ~ Debra Taeschler ..... GraficaGroup ••

- ~ Joy Taylor ..... TayganPoint Consulting Group
- ~ Liz Thomas ..... Boyd Communications
- ~ Gail Tolstoi-Miller ..... Consultnetworx & Speednetworx
- ~ Victoria Tomaro ..... V Tomaro & Associates
- ~ Jodi Topitz ..... WE2ME
- ~ Dr. Susan Treiser ..... IVF NJ ••
- ~ Jill Vitiello ..... Vitiello Communications Group
- ~ Anna Walz ..... MedEvoke
- ~ Marlene Wangenheim ..... Interiors By Design, LLC
- ~ Desiree Watson ..... Wellness Interactive, Inc. ••
- ~ Bari Weinberger ..... Weinberger Law Group, LLC.
- ~ Beverly White ..... BKW Transformation Group
- ~ Rita Williams-Bogar ..... Personal Development Solutions, LLC
- ~ Tracey Wolfman ..... We Care Adult Care ••
- ~ Avis Yates Rivers ..... Technology Concepts Group International, LLC.
- ~ Esther Yu ..... ASIFT

## WOMEN LED NON-PROFITS

- ~ Roxanne Black-Weisheit ..... Friends' Health Connection
- ~ Dr. Gloria Bonilla-Santiago ..... LEAP Academy University Charter School
- ~ Vivian Cox Fraser ..... Urban League of Essex County
- ~ Alfa Demmellash ..... Rising Tide Capital
- ~ Leslie Godfrey ..... Professional Music Academy, INC and  
New Horizons Music
- ~ Neale Godfrey ..... Greenstreet Commons, Inc
- ~ Tina Hines ..... For My Sister Friends
- ~ Lynda Ireland ..... New York & New Jersey Minority Supplier  
Development Council
- ~ Risa Lavizzo-Mourey ..... Robert Wood Johnson Foundation
- ~ Jodi O'Donnell-Ames ..... Hope Loves Company
- ~ Barbara Schmidt-Kemp ..... Dress for Success
- ~ Judith Sheft ..... NJIT-New Jersey Institute of Technology

•• Leading Women Entrepreneurs who received Top 25 designation in 2011 or 2012

## 2013 LWE Advisory Board



Sharon Gordon has been a partner with Cohn Reznick, LLP one of the leading accounting and consulting firms in the United States, since 2004. With a strong focus on both the construction and real estate industries, Ms. Gordon has worked with owners and financial executives of middle market companies to provide them with accounting, auditing, tax advisory and business planning services.



Tara McKenzie Gilvar is the founder and CEO of B.I.G (Believe, Inspire, Grow). B.I.G. is a business support, education and networking organization for women. B.I.G is a growing community of intelligent, creative and entrepreneurial women which offers face to face guidance and support with local community meetings as well as an interactive, informative website.



Elyn Spragins conducts Letters To My Younger Self® Seminars, Workshops and Work/Life Harmony groups for corporate women's development programs. She has inspired corporate leaders to share their inner wisdom at Microsoft, Goldman Sachs, Genentech, Johnson & Johnson, Novartis, Citibank and other visionary organizations. She also leads Work/Life Harmony programs for executive women.



David J Cote is a Vice President, Financial Advisor with Morgan Stanley Wealth Management. He works with entrepreneurs and high net worth individuals in both NJ and NYC to help them to achieve their financial goals. He is also the founder of the Big Apple Entrepreneur Network.



Susan Reach Winters is a shareholder and the Chairperson of the Family Law Department at Budd Lerner in Short Hills, NJ. She has broad experience in all areas of the practice of family law, including divorce, prenuptial agreements, business and other asset valuations, custody and visitation, child support, alimony and equitable distribution.



Hettie Pastakia-Patel is the Director of Inspiration at Juicetank, an innovation lab, incubator-accelerator, and co-working space. Juicetank is a thinktank that provides the ideal ecosystem to support startups and emerging growth companies to launch and accelerate their success.



Susan Hogan is Supplier Diversity Manager for the Supply Chain Management Organization at Public Service Enterprise Group Inc. (PSEG) in Newark, New Jersey. Mrs. Hogan's background includes over twenty years experience in all aspects of Supply Chain Management including twenty years extensive experience in supplier diversity.



Bill Barnum is a Vice President TD Wealth Management in the New Jersey Market. Mr. Barnum works with High Net Worth individuals and their families assisting them with their credit, banking, investment, and fiduciary needs.

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