



**POWER
BREAKFAST** 
A BRAIN TRUST INITIATIVE



“Digitize Your Way to More Profits”

Featured Guest Speaker

Jimmy Newson

“The Impact Influencer”

Title Sponsor



Friday, March 22, 2024

 Club House at Galloping Hill Golf Course - Kenilworth, NJ



www.SBProU.com



INITIATIVES...

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- Exchange your ideas and network online with other entrepreneurs.

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- Advisory services to prepare, guide, and assist you throughout your entrepreneurship Journey.

Access more information about all these and more at...

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POWER BREAKFAST



AGENDA



8:00AM - 8:30AM

**REGISTRATION, FOOD,
AND NETWORKING**

8:30AM - 9:30AM

**MORNING PROGRAM
AND SPEAKER**

9:30AM - 10:15AM

**FOOD AND
NETWORKING**

10:15AM - 11:15AM

EXPERT PANEL

11:15AM - 11:30AM

NETWORKING





FROM THE SENATOR

CORY A. BOOKER
NEW JERSEY

SUITE SH-717
HART BUILDING
WASHINGTON, DC 20510-3007
(202) 224-3224

United States Senate

July 29, 2022

Andrew Frazier
373 Orange Rd
Montclair, NJ 07042

Dear Andrew,

It is a pleasure to extend my congratulations as you celebrate the 10th anniversary of the POWER BREAKFAST.

Since 2012, over 1,500 people have attended POWER BREAKFAST events where they had the opportunity to learn useful business practices and meet new people, all while enjoying a delicious breakfast. Your event has helped many entrepreneurs gain access to more than \$10 million in capital.

Again, congratulations, and best wishes for a joyful and memorable event.

Best Wishes,

Cory A. Booker
United States Senator



WELCOME

AYO SANDERSON WILSON

Ayo Sanderson Wilson is a non-profit leader who founded and chairs the board of Empower The Village, a datadriven nonprofit focused on restoring prosperity, peace and power to the Black community. She previously served as COO and EVP for Cornerstone Family Programs & Morristown Neighborhood House. Before taking on leadership roles in the non-profit world, Ayo worked as a corporate senior executive. Most recently, she was VP of the Comcast NBCUniversal Foundation where she was responsible for completing the merger of the Comcast and NBCUniversal foundations. Before that, Ayo served as an Executive Director for the US Pharma Division of Novartis Pharmaceuticals. She began her professional career practicing law and serving in other corporate leadership roles for nearly 20 years at several Fortune 500 companies. In parallel with her professional career, Ayo currently serves as a Board Member for the Community Foundation of NJ, Better World Leadership Council, and the African-American Chamber of Commerce of NJ. Ayo has earned numerous awards and recognition for her professional and community-based work. She earned her JD from Columbia University, School of Law and BA from The Johns Hopkins University. Ayo resides in Morris Township with her husband and their two adult children. She enjoys reading, traveling, theatre, listening to Prince and spending time with family and friends.



Ayo Sanderson Wilson



@empower_etv



EMPOWER THE VILLAGE (ETV)

Empower The Village (ETV) is a Community-led, data-driven, nonprofit 501(c)(3) organization.

ETV prioritizes the Health, Wealth and Empowerment of the Black community.

Apply our Strategic Partnerships Service Delivery Model to accomplish our goals while empowering and amplifying the impact of existing Black-led, as well as other organizations and individuals working to make significant advancements within the Black community.

[LEARN MORE](#)



HOST

ANDREW

FRAZIER

MBA, CFA

Andrew Frazier, MBA, CFA empowers business owners to Maximize the Value of their companies by helping them Grow Revenue, Increase Profitability, and Obtain Financing. He guides them along the critical path to creating a sustainable business that can run without them through invaluable coaching, consulting, and training services. Andrew has worked 1-on-1 with 1,000+ business owners and taught thousands of people about business. His expertise in business strategy and financial management enables him to take a holistic perspective and provide more optimal solutions for clients.

Andrew's book "Running Your Small Business Like A Pro" helps people increase the likelihood and magnitude of their success in business. He has also produced POWER BREAKFAST events in Northern NJ for 10+ years generating \$10+ million in both economic impact and financing for 1,500+ attendees. His online Small Business Pro University provides entrepreneurs with access to best practices and useful knowledge for running their businesses more professionally. Andrew authored The Masterpreneur Playbook outlining his proven 5-Step Business Growth Plan for taking your business from start-up to scaling.

Andrew graduated from the Massachusetts Institute of Technology (MIT) with a degree in Mechanical Engineering. He also earned an MBA in Finance and Management from New York University's Stern School of Business (NYU-Stern). He completed The Navy Supply Corps training in logistics management and qualified as a Surface Warfare Supply Corps Officer (SWSCO). His focus on continuous learning includes achieving the Chartered Financial Analyst (CFA) professional designation.



Andrew Frazier Jr.,
MBA, CFA



@andrew_frazier_sbpro



Andrew Frazier



Small Business Pro University

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Helping Entrepreneurs to Succeed from
Start Up to Scaling

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1,000,008

Business Owners

by

2028

to

Sell More - Make More - Get Financing

Faster and Easier



SPEAKER
JIMMY
NEWSON
“IMPACT INFLUENCER”

As a business and growth strategy consultant, Jimmy Newson, also known as the Impact Influencer, has worked with organizations of all sizes, but his specialty lies in working with small businesses and entrepreneurs. He founded Moving Forward Small Business, a membership-based organization that helps businesses grow and achieve their goals through practical and actionable advice. Jimmy is also a contributor and Leadership Network member with Entrepreneur.com, where he shares his expertise on small business management and growth.

Jimmy holds industry certifications in Google, HubSpot, SEMrush, Cascade, and Trainual. He is also a board and committee member for various organizations, including the New York Marketing Association, Start Small Think Big, International Business Development Professional, and The New York Board of Education. Additionally, Jimmy has strategic partnerships with private, government, and nonprofit organizations, leveraging his extensive network and experience to provide businesses with comprehensive solutions for their needs.

With features in publications like Forbes, Entrepreneur, Adweek, and AdAge, Jimmy's expertise in business growth and strategy has been recognized nationally. He has trained thousands of business professionals worldwide and is a sought-after international speaker.



Jimmy Newson



@jimmy_newson



Jimmy Newson

BUSINESS PARTNER



The MFSB vision is to become the #1 trusted small business growth advisor, unbiased educator, and reliable strategic support system for strategic-minded business owners, entrepreneurs, and professionals looking for predictable growth, globally.

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EXPERT PANEL

**“MAXIMIZE YOUR
SUCCESS WITH
PARTNERSHIPS”**

MODERATOR

ANDREW FRAZIER

EXPERT PANELISTS

LANA MOLINA

MICHAEL WOMACK

GENE BOHENSKY

E. MARK LEWIS

Panel Expert

LANA MOLINA



Lana Molina

VP, Community Outreach
Liaison at Lakeland Bank

Svetlana “Lana” Molina has been hired as the Vice President, Community Outreach Liaison based in Hackensack, N.J. Molina will be responsible for increasing consumer lending efforts and loan application volume in low-to-moderate and minority areas. She will also work to establish and leverage relationships with community organizations and real estate professionals to generate business and lending opportunities. With more than 27 years of industry experience, Molina held prior roles as Business Banking Relationship Manager and Branch Manager at PNC Bank in Paterson, N.J. and Business Development Officer at Spencer Savings Bank in Elmwood Park, N.J. She attended Passaic County Community College. Molina resides in Wayne, N.J.



Lana Molina

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LAKELAND BANK

Lakeland Bank is the wholly-owned subsidiary of Lakeland Bancorp, Inc., which has over \$10 billion in total assets. With an extensive branch network and commercial lending centers throughout New Jersey and Highland Mills, N.Y., the Bank continues to build on its infrastructure of financial strength, profitability, efficiency and quality service as it moves into the future.

Lakeland is proud to be recognized as a Best-In-State Bank by Forbes and Statista for the fifth consecutive year, named a Best Bank to Work For by American Banker and Best Companies Group, rated a 5-Star Bank by Bauer Financial, named one of New Jersey's 50 Fastest Growing Companies by NJBIZ and selected as a member of the Piper Sandler Sm-All Stars.



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Panel Expert

MICHAEL WOMACK



Michael Womack

Marketing & Communications
Manager at NJEP

Michael graduated in 2015 from William Patterson University where he studied new and digital marketing methods. Michael created content; writing blogs, creating infographics, and social media posts for each client and began to develop a passion for manufacturing. In that role he provided media coverage at some NJMEP events, writing articles about their impact on the New Jersey economy and the benefits the non-profit provides local manufacturers. After three years, he wanted to see behind the manufacturing curtain instead of just writing about best practices, company announcements, and industry developments. He took on a new role as the Marketing Manager for a New Jersey manufacturing company. After a year with the manufacturer, NJMEP was looking for a digital marketing and content specialist. Michael jumped at the opportunity to make a difference and assumed the role of NJMEP's Marketing Outreach Coordinator and has since been promoted to Sr. Marketing & Communications Manager.



Mike Womack

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NJMEP

Helping New Jersey Manufacture Success

NJMEP

NJMEP is a private, not-for-profit organization that improves the profitability and competitiveness of New Jersey's manufacturers. Backed by the National Institute of Standards and Technology (NIST), NJMEP enables organizations to enhance their productivity and efficiencies, reduce costs, and improve employee performance. For more than 20 years, NJMEP has used its extensive network of connections and proven track record of success to help manufacturers adapt to the latest innovative technologies and best practices to realize more than \$7.6 billion in value. Our services are categorized into the following three areas: Operational Excellence, Innovation and Growth and Workforce Development.



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HELPING MANUFACTURERS SUCCEED AND THRIVE.

NJMEP helps 'MADE in New Jersey' manufacturing businesses thrive by providing the resources, services, and workforce support nearly every domestic manufacturer needs.

Connect with industry experts that will take the time to understand your business

Work through disruptive challenges and uncover actionable solutions

➤ **Access manufacturing workforce professionals**
to upskill your current staff, find new hires, and improve retention

You aren't alone. NJMEP is here to help.

Contact NJMEP for a complimentary assessment to realize the hidden value in your own business.

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Panel Expert

E. MARK LEWIS



E. Mark Lewis

Financial Services Professional at
New York Life Business Services

As a licensed Agent of New York Life Insurance Company I offer a variety of products that can help you meet a number of insurance and financial needs, including, but not limited to college funding, retirement, managing costs for extended periods of care and lifetime income strategies. Please contact me to help you fully analyze your needs and recommend appropriate solutions.

Neither New York Life Insurance Company, nor its agents, provides tax, legal, or accounting advice. Please consult your own tax, legal, or accounting professionals before making any decisions. Any testimonial on this site is based on an individual's experience and may not be representative of the experience of other customers. These testimonials are no guarantee of future performance or success.



E. Mark Lewis

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NEW YORK LIFE BUSINESS SERVICES

At the heart of New York Life is a commitment to be there for our customers when they need us—whether today or decades into the future. Since 1845, we have delivered on that promise by investing wisely, managing finances strategically, and remaining true to our mission as a mutual company.

- We have a legacy of stability - Our greatest legacy at New York Life is helping others protect their legacies for generations—serving policy owners for 175+ years, in good times and bad
- We have the highest financial strength rating - New York Life has earned the highest financial ratings of all four major ratings agencies, based on our history of honoring our commitments to policy owners
- We are the largest mutual insurer in the U.S. - New York Life is the nation's largest mutual life insurance company, and our policy owners are at the center of everything we do



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Panel Expert

GENE BOHENSKY



Gene Bohensky

Co-Founder & CEO at
Archers Contact Solutions

Gene Bohensky is the founder and CEO of Archers Contact Solutions. The company is born of his experience as a business coach, working closely with business owners entrepreneurs, and understanding one of the hardest challenges is finding talented and trained staff that are both affordable and helpful.

Gene is also the President and Owner of The Alternative Board Northern New Jersey. Over the years, Gene has been involved in all aspects of running a business, from the tough early days of a startup right through to the sale of a successful business; helping companies go from losses to profit and dramatically grow sales and market share along the way.



Gene Bohensky

TABLE SPONSOR

The logo for Archers Contact Solutions features the word "archers" in a white, lowercase, sans-serif font. Below it, the words "CONTACT SOLUTIONS" are written in a smaller, white, uppercase, sans-serif font. To the right of the text is a white graphic element consisting of two curved lines that converge to a point, resembling a stylized arrow or a target's center.

archers
CONTACT SOLUTIONS

ARCHERS CONTACT SOLUTIONS

Archers Contact Solutions is a unique outsourced services company founded by an experienced business coach. What sets us apart is our singular focus on helping business owners and entrepreneurs grow their businesses. Whether you need help in sales, lead generation, social media marketing, or administration, we've got you covered. Contact us today to find out how our specially trained staff can help take your business to the next level.

Our mission is to help hundreds of business owners by providing world-class remote staff and outsourced services, specializing in sales and lead generation, customer service and tech support, outbound calling, and executive virtual assistants and bookkeepers. Equipped with our expertise gained through years of being in the business and a specially trained workforce, our goal is to help you grow sales, optimize your operations, enhance your efficiency, and drive your success.



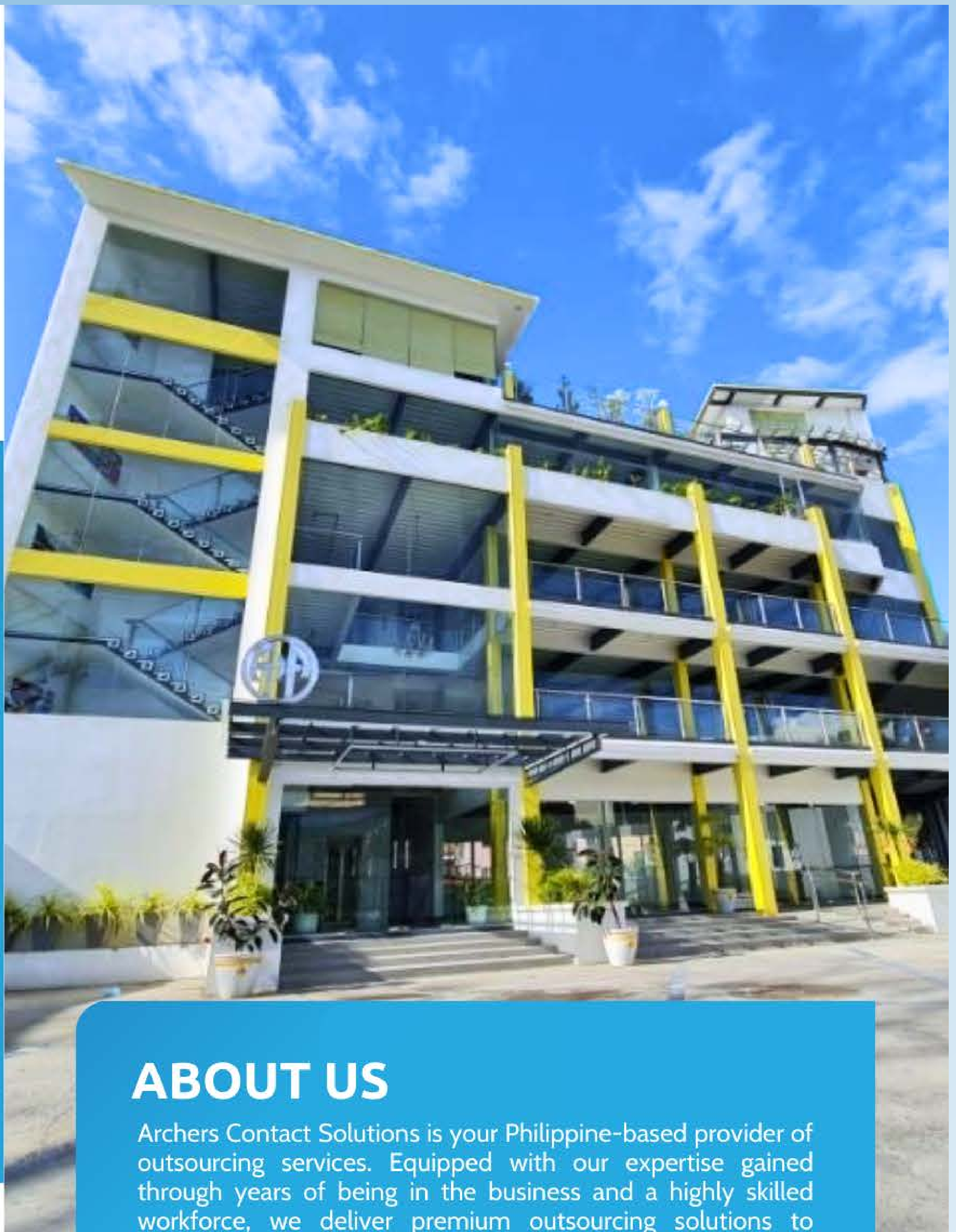
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archerscontactsolutions.com

**WE
GENERATE
RESULTS
FOR OUR
CUSTOMERS**

~ Gene Bohensky, CEO



ABOUT US

Archers Contact Solutions is your Philippine-based provider of outsourcing services. Equipped with our expertise gained through years of being in the business and a highly skilled workforce, we deliver premium outsourcing solutions to businesses of various sizes and industries.

SERVICES WE OFFER



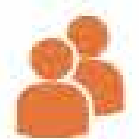
Customer Service & Tech Support

We provide trained teams of customer service and technical support professionals to help manage your growing business.



Outbound Calling

Our professionally trained outbound callers and calling teams will simply get you more leads and sales for your campaign.



Virtual Assistant

Specially trained by business coaches to be able to help you free up time and move your business forward.



Bookkeeper

Specially trained to help business owners keep better books, and are all certified Quickbooks Proadvisors.

OUR HISTORY

Archer Strategies, our mother company based in New Jersey, has been providing outsourcing services since 2017. After realizing its manpower growth in the Philippines, Archers Contact Solutions was established.

WHY CHOOSE US



Our goal is to help optimize your operations, enhance your efficiency, and drive your success. Our company is all about doing great work, making things run smoothly, and saving you money. Backed by a team of highly skilled professionals and a steadfast dedication to your prosperity, we stand out as the ideal choice for all your outsourcing requirements.

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New Jersey's Premiere Networking Event for Business Owners



SMALL BUSINESS PRO POWER CONFERENCE



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ONEBOOKS, LLC

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- Quickbooks Training - Quickbooks is an important tool for your business and we'll train you how to use it properly, check out our [free videos here](#).

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Robert Mitchell and Howie Felixbrod, owner Blue Moon



Robert Mitchell with Sedat Altinok, owner Linum Textiles



OneBooks, LLC:

A beacon of hope and empowerment for small businesses

BY LYNN BRUGGEMANN

Small business owners know that running a business requires them to have not only expertise in a particular field but additional skills to maintain and grow their business.

Wyckoff small business owner, Robert Mitchell established OneBooks, LLC, with the vision of supporting small businesses in their financial endeavors.

"My mission is twofold: to provide vital monthly bookkeeping services and, more importantly, to be a trusted advisor for his clients' business matters," said Robert.

The heart of OneBooks, LLC, lies in the core offerings: monthly bookkeeping services and invaluable advisory support. By meticulously handling financial records, they free their clients from the burdensome task of accounting, allowing them to focus on what they do best – running their businesses. This level of reliability and efficiency has garnered OneBooks, LLC a reputation for excellence and has earned the trust of close to 100 small businesses in the area.

"I believe that my expertise, combined with my passion for helping others succeed, will make a real difference in the lives of small business owners," said Robert.

Robert's illustrious career spans diverse industries and continents allowing him to gather a wealth of knowledge and managerial experience.

He began his career as an auditor and later became the President and COO of a French Publishing

Company. His career path has been nothing short of extraordinary including innovative work in developing the internet business for WWF (World Wrestling Federation) now known as WWE (World Wrestling Entertainment).

"My career put me on a path of financial expertise and client-centric services," said Robert.

At OneBooks, LLC, they do more than just crunch numbers and keep records; they become partners in their clients' growth stories. Their services cater to a diverse range of clients, including doctors, lawyers, dentists, landscaping services, e-commerce ventures, car wash facilities, real estate ventures, and restaurants. Each client's unique requirements are met with personalized attention, a hallmark of OneBooks' approach to business.

What sets OneBooks, LLC apart from other financial service providers is the extent of Robert's involvement in client affairs.

"I go beyond the conventional role of a bookkeeper and step into the shoes of a mentor, offering fractional CFO services and general management support," said Robert. "This hands-on approach ensures that the clients have access to high-level financial advice and strategic planning – a luxury typically reserved for larger corporations."

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C A P I T A L

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Rising Tide Capital provides business development services designed to transform lives by helping individuals start and grow successful businesses; build communities through collaborations with other non-profits, higher education institutions, corporations, and public agencies; and create a scalable program model with measurable impact which can be replicated in communities of need across the U.S.



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FROM THE GOVERNOR



STATE OF NEW JERSEY
OFFICE OF THE GOVERNOR
P.O. BOX 001
TRENTON
08625
(609) 292-6000

PHILIP D. MURPHY
GOVERNOR

July 29, 2022

Dear Friends,

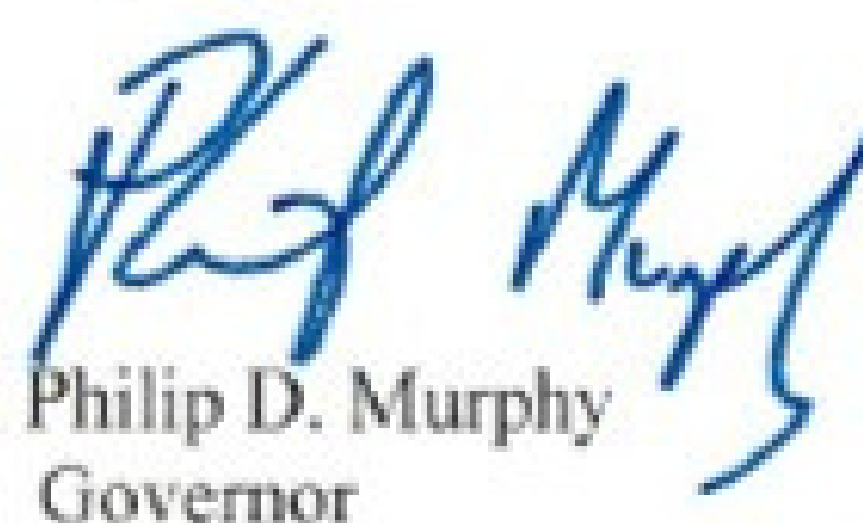
It is with great pride that I welcome all those gathered to commemorate the 10th anniversary of New Jersey's Power Breakfast.

For the past ten years, the Power Breakfast has provided New Jersey's entrepreneurs, business owners, and organizational leaders tools to acquire best practices and networking opportunities, while generating over twenty million dollars in economic activity. As Governor, I am grateful to the Power Breakfast's guest speakers and panel participants for your steadfast commitment to ensuring small businesses prosper and gain capital.

I want to thank all of the staff, volunteers, and coordinators who are a part of the New Jersey Power Breakfast, and a special thank you to Andrew Frazier for establishing Power Breakfast and encouraging us all to "Supercharge Our Day!", all of the attendants today, independently and collectively, changed lives throughout our State. Through the sum of your efforts, you continue to make New Jersey the prosperous State we all know and love.

Best wishes for a memorable event, and please know that the entire State of New Jersey is grateful for all the work you do and will continue to do for years to come.

My very best


Philip D. Murphy
Governor

SBPro University INITIATIVE

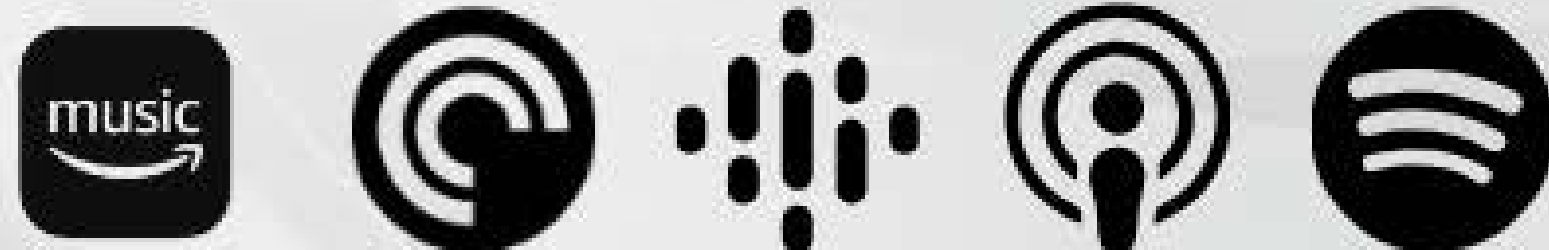
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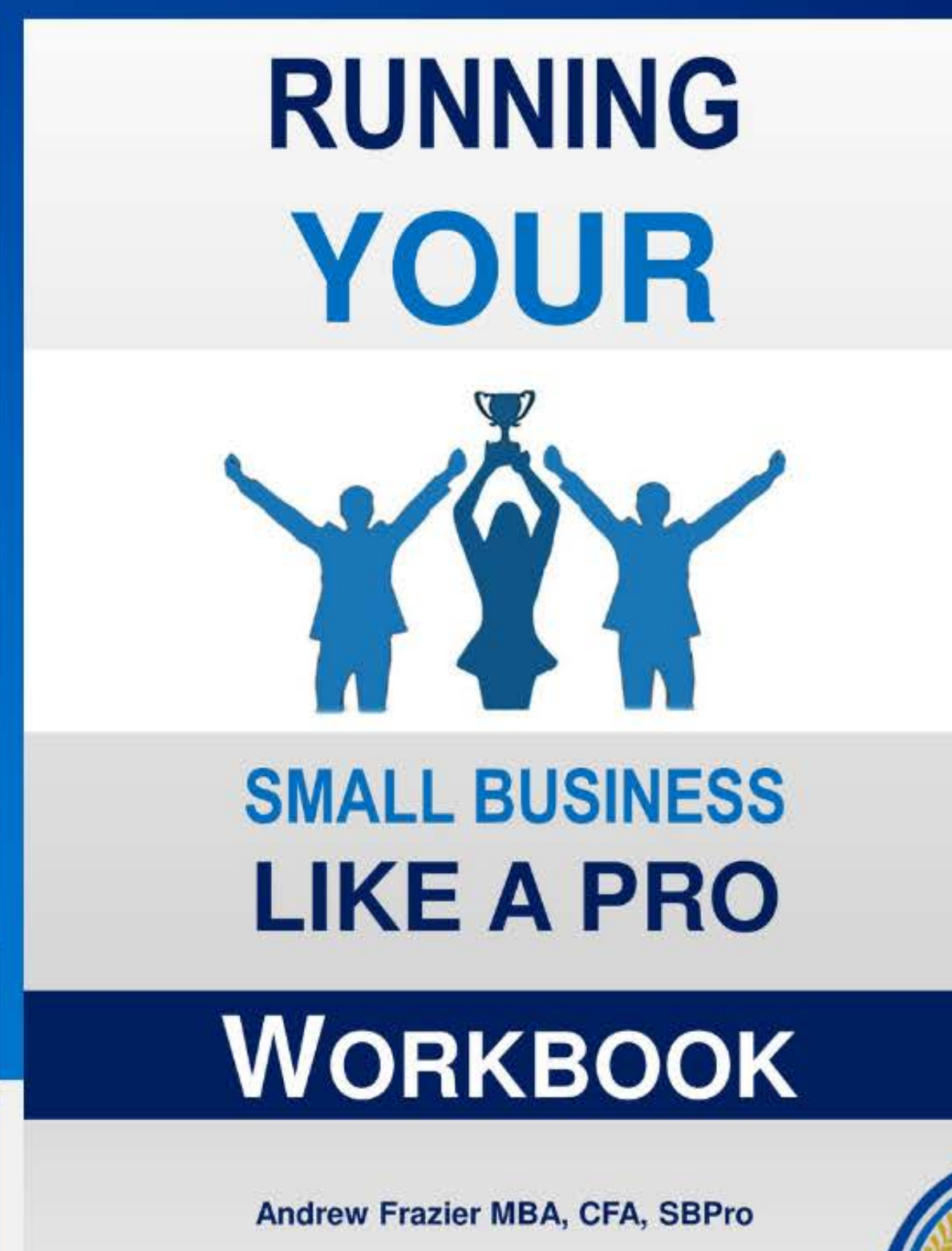
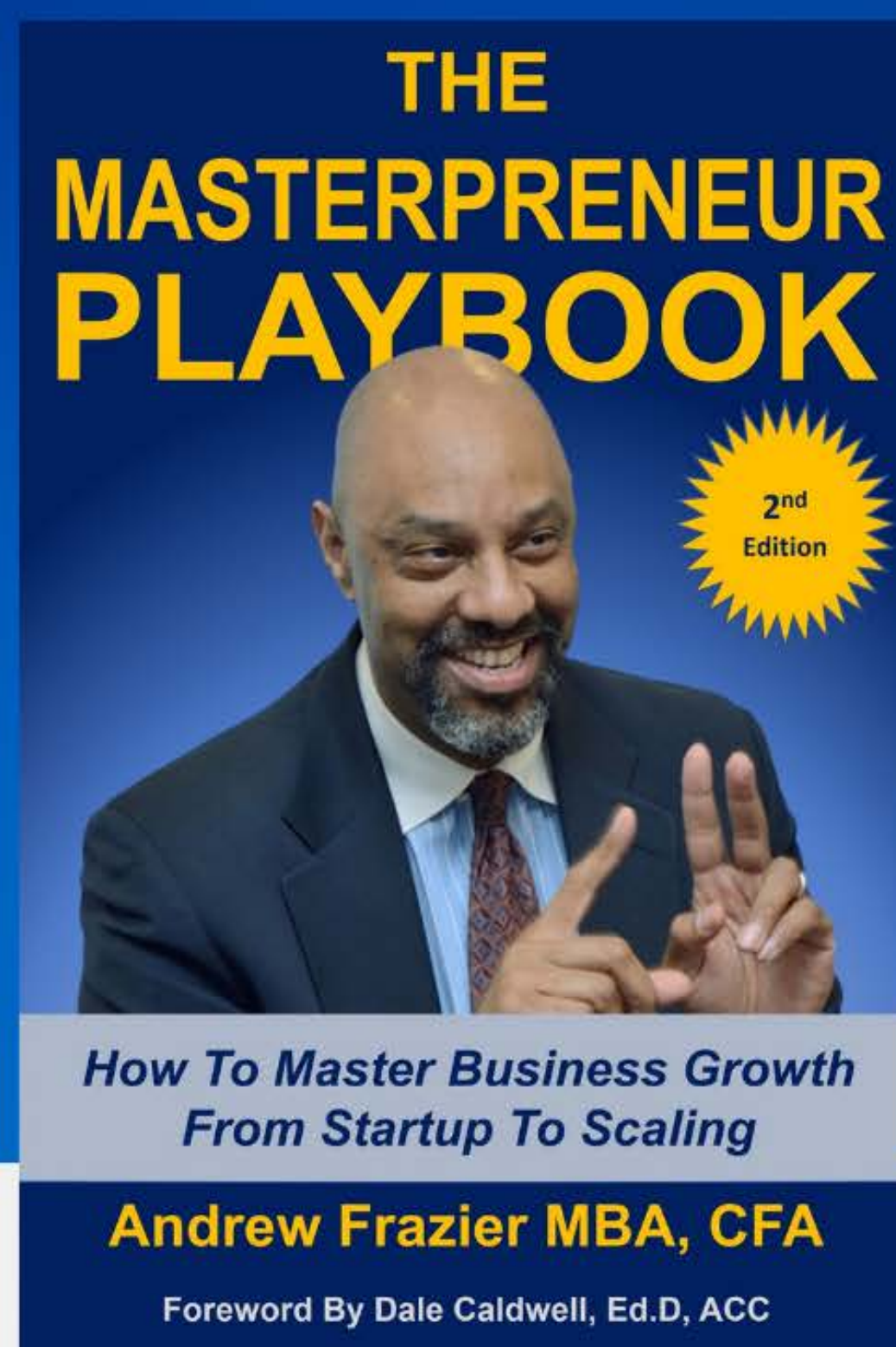
Most Sessions Are Virtual!

SBPro University

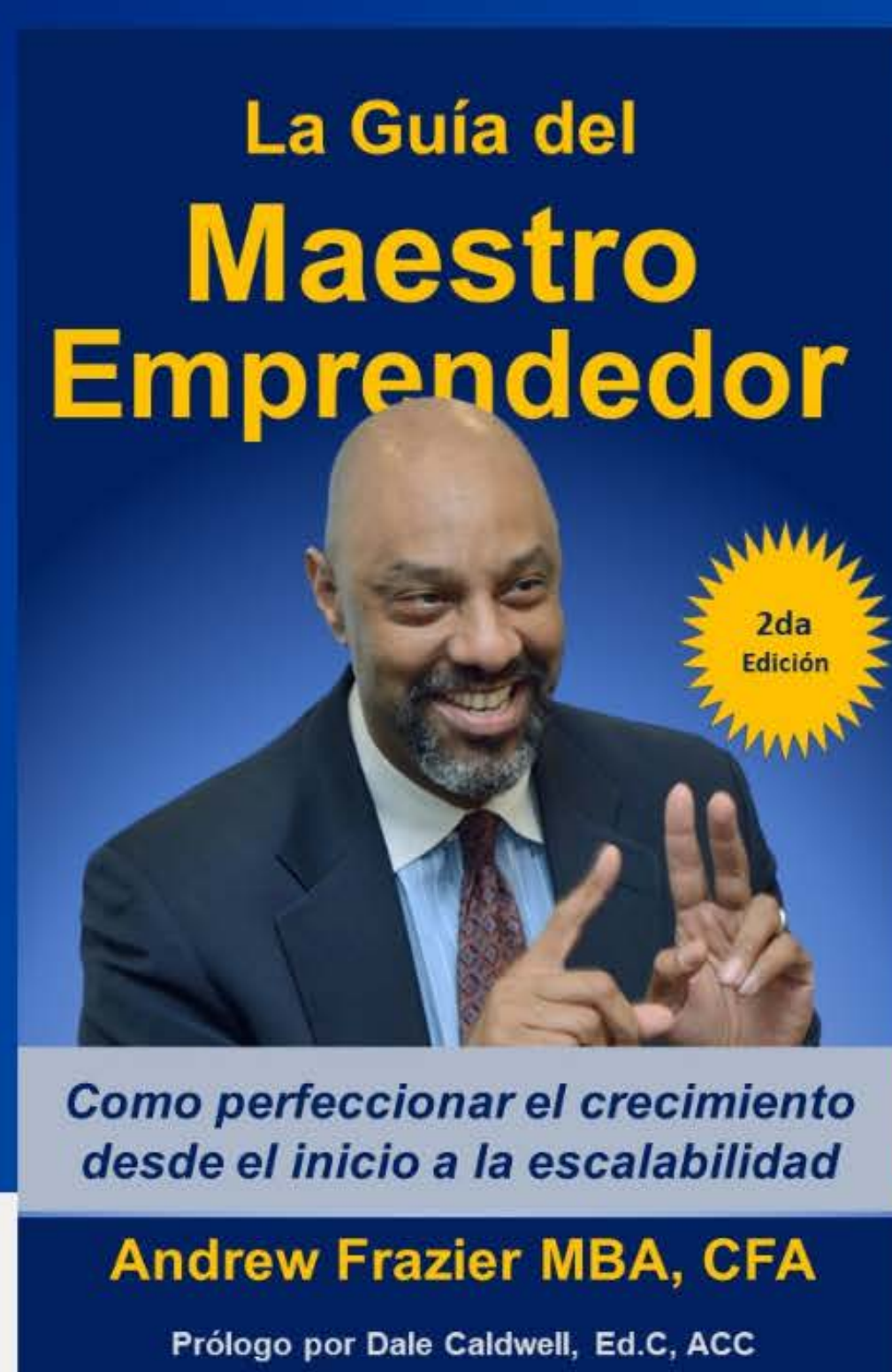
INITIATIVE

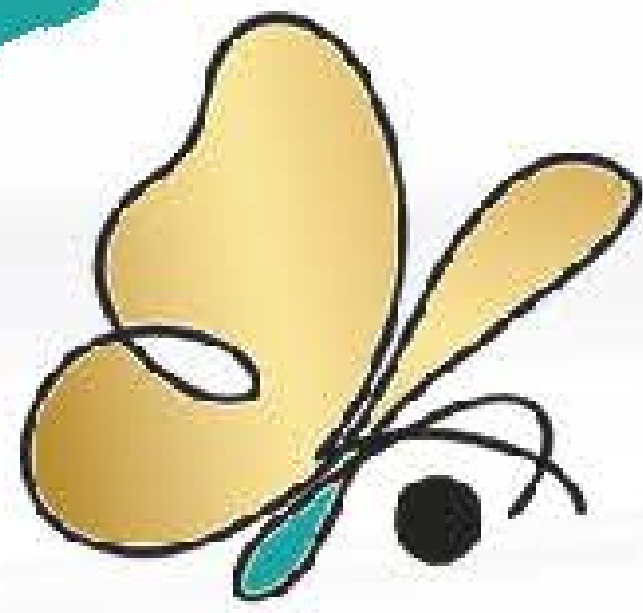
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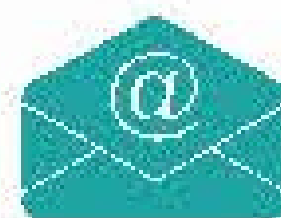


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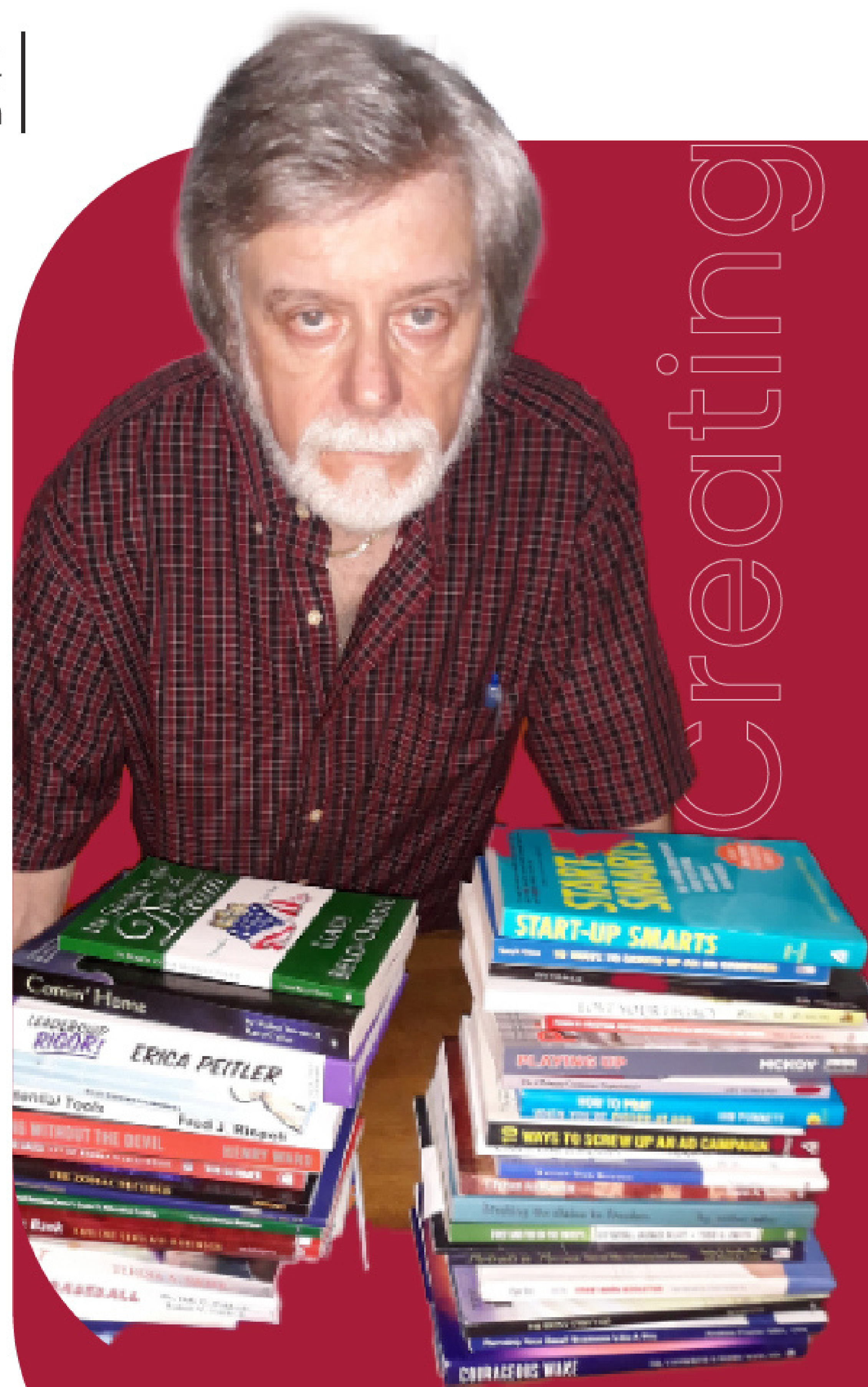
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▶ SCALE

▶ STRATEGIZE

▶ OPTIMIZE



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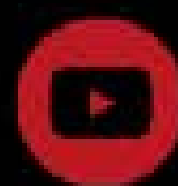
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perfectpitchgroup.com



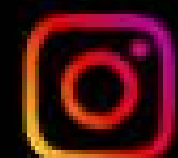
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Precious L. Williams



perfectpitchgroup

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MY BUSINESS PLAN BOOK

**New Venture
Starter Kit**

Written by Laurana Edwards



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FROM THE COUNTY

County of Essex, N.J.

Essex County Board of County Commissioners

Hereby issues this Resolution

SPONSORED BY COMMISSIONER BRENDAN W. GILL

HONORING ANDREW FRAZIER'S POWER BREAKFAST EVENTS
DURING ITS 10TH ANNIVERSARY

WHEREAS, Andrew Frazier, the Small Business Pro and CFO, has produced quarterly Power Breakfast events for entrepreneurs, business owners and organizational leaders for 10-years, and is celebrating their 10th Anniversary; and

WHEREAS, the Power Breakfast was developed to "Supercharge Your Day!" with an opportunity to learn best practices, enjoy great networking, gain useful knowledge, and savor delicious food. Thus far, more than 1,500 people have attended the events generating well over \$20 million in economic activity and helping entrepreneurs access more than \$10 million in capital; and

WHEREAS, the Power Breakfast events originated in Newark, New Jersey, in 2012 at the Newark Club and 80% have been held at various locations within Essex County. Over the years, these events have expanded from breakfast-only events into full-day conference. Guest speakers and panel participants at these events are business thought leaders, accomplished entrepreneurs, and economic development partners. Also, Essex County Office of Small Business Development and Affirmative Action staff members have participated in the events over the years; and

WHEREAS, Andrew Frazier is a seasoned professional with a proven record of accomplishment of more than 25-years delivering superior results. He has proven leadership experience across various functions, organizations, and industries. He currently works with organizations and individuals to enhance strategic plans, improve financial management, solve problems and achieve goals; and

WHEREAS, Andrew Frazier earned a BS in Mechanical Engineering from MIT, US Navy Logistics Management qualification and an MBA in Finance and Management from NYU-Stern. He also served in capacities as a US Navy Supply

WHEREAS, Andrew Frazier earned a BS in Mechanical Engineering from MIT, US Navy Logistics Management qualification and an MBA in Finance and Management from NYU-Stern. He also served in capacities as a US Navy Supply Corps Officer, Corporate Executive, Non-Profit Leaders, Real Estate Investor, Board Member, and as an entrepreneur; and

WHEREAS, there will be a full day conference on July 29, 2022, at Mercato Tomato Pie in Newark, New Jersey, where they will be celebrating the 10th Anniversary of the Power Breakfast; now, therefore, be it

RESOLVED, that the Essex County Board of County Commissioners hereby commend Andrew Frazier and his entire staff for their commitment to the community and congratulate them during their 10th Anniversary.

Wayne L. Richardson
Commissioner President

Tyshammie L. Cooper
Commissioner

Leonard M. Luciano
Commissioner

Brendan W. Gill
Commissioner


Robert Mercado
Commissioner

Romaine Graham
Commissioner

Carlos M. Pomares
Commissioner Vice President

Rufus J. Johnson
Commissioner

Patricia Sebold
Commissioner

Attest:  Date: June 10, 2022
Clerk of the Board



MEDIA PARTNER



The Positive Community

the only faith-based lifestyle magazine targeted to the African American consumer in the dynamic New York/New Jersey market. As its tagline demotes, the magazine focuses on the

“Good News from the Church and the Community”.

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editor@thepositivecommunity.com

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FROM THE MAYOR



RAS J. BARAKA
MAYOR
NEWARK, NEW JERSEY

July 28, 2022

Friends of the Power Breakfast and Conference
c/o Mercato Tomato Pie
212 Market Street
Newark, NJ 07102

Dear Friends:

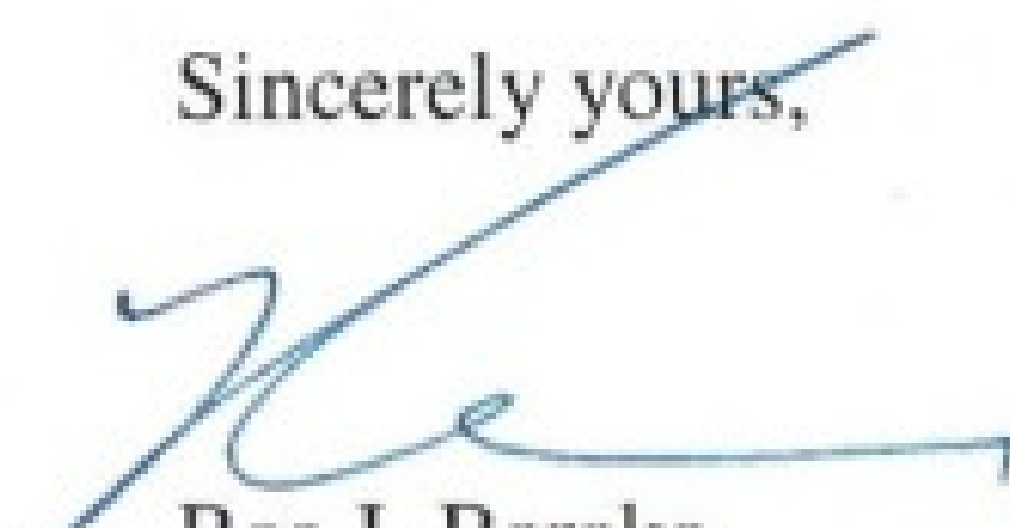
On behalf of the people of Newark, it is my pleasure and privilege to welcome everyone attending today's Power Breakfast and Conference in Newark.

This annual event began 10 years ago at the Newark Club and has expanded from a breakfast to a full-day conference, which brings in guest speakers and panel participants, many of whom are business thought leaders, accomplished entrepreneurs, and economic development partners. More than 1,500 people have attended these events, who generate well over \$20 million in economic activity.

Through this annual conference, attendees are able to learn best practices, network, and gain business knowledge. This is an important event for Newark, as it will empower many small business entrepreneurs – the core of our economy – with the tools and inspiration they need to succeed in business and in life, and in turn strengthen our city now and in the future.

All the best for a memorable conference!

Sincerely yours,



Ras J. Baraka
Mayor

PARTNER

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WHO

are we?

- Tristate Technology Solutions has over 20 years of experience in the Restaurant Industry.
- We specialize in providing expert consulting and the latest products to improve operational efficiency.
- We replace multiple suppliers with a single company, saving time and effort for restaurant owners.
- We offer full technology packages and maintenance contracts to ensure smooth operations.
- We are dedicated to customer service and has a fast response time.
- We are focused on simplifying restaurant technology and maximizing efficiency.

WHAT

do we offer?

- **POS Systems:** Efficiently manage your orders, payments, and inventory with our POS systems.
- **Security, Alarm, and Camera Systems:** Keep your restaurant safe and secure with our state-of-the-art security systems.
- **Digital Menu Boards:** Upgrade your menu presentation with digital menu boards that are easy to update and manage.
- **Telephone and Back Office Computers** Stay organized and efficient with reliable back-office computers.
- **Wi-Fi and Music Systems:** Create a pleasant atmosphere for your customers with our Wi-Fi and music systems.
- **Network Infrastructure and Cabling:** Ensure that your technology infrastructure is up-to-date and functioning optimally.

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SMALL BUSINESS PRO POWER CONFERENCE

