

**Andrew Frazier,**  
President & COO  
A & J Management

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## **Taking Things to the Next Level in 2015!**

For three years, the **POWER BREAKFAST** has featured business thought leaders from across the country sharing their experience and cutting edge strategies for achieving success in this fast-paced, technology driven, global business environment. Each quarter entrepreneurs, business owners, and organizational leaders convene at the Newark Club to learn business best practices, enjoy great networking, and obtain useful knowledge in order to enhance their personal and professional success.

Since the only constant is change, each year the **POWER BREAKFAST** continues to evolve. We are excited to announce that Newark CEDC and the City of Newark partnering with us for the entire 2015 series. Also, new for 2015 is this quarterly newsletter and a weekly online paper featuring relevant articles on business management. In addition, **POWER BREAKFAST** events will be broadcast live (streamed) on the web.

I invite you to make an investment in yourself and your organization by participating in and possibly sponsoring the **POWER BREAKFAST** in 2015. I hope to see you at the upcoming event on February 6<sup>th</sup>.

Please visit [www.The-Power-Breakfast.com](http://www.The-Power-Breakfast.com) To learn more about The **POWER BREAKFAST** and e-mail me [Andrew@The-Power-Breakfast.com](mailto:Andrew@The-Power-Breakfast.com) with any questions or requests.

*"The Pursuit of Excellence Never Ends"*



## Making A Difference!

Feedback from Power Breakfast attendees has been extremely positive. The following comments from attendees highlight the value they derived from participating in the **POWER BREAKFAST**...



*The **POWER BREAKFAST** helped me to quickly expand my network by connecting with business owners and organizational leaders in a new area where I'm seeking to do business."*

*"The **POWER BREAKFAST** has given me ideas and greater perspective on how to run a successful business. It has changed my outlook on our strategic direction"*



*"I have been able to make a greater impact in my organization by implementing ideas presented by several **POWER BREAKFAST** speakers and workshop facilitators."*



*"I've been to many networking events but the **POWER BREAKFAST** is not just any other event!"*



*"I have done business with several connections made at the **POWER BREAKFAST** and look forward to doing more."*



*"The **POWER BREAKFAST** is GREAT! I enjoy hearing the guest speakers and always learn something new. I'm looking forward to the next one"*



*"I shared an idea that I learned from a **POWER BREAKFAST** speaker in a client meeting and it helped me land a contract."*



*"I had an opportunity to share information about my organization at the **POWER BREAKFAST** and have attracted new members as a result."*

*"I walked into the room and saw many well respected business people that I know. Plus, I met several new quality contacts at the **POWER BREAKFAST** and look forward following up with them."*



*"The food and service for the **POWER BREAKFAST** are always great. A full hot breakfast buffet is a nice way to start the day. I have been to so many events with food where it was scarce and/or low quality - That's not the case here."*



# Featured Guest Speakers

"People Really Matter"



**James R. Jones**  
Executive Consultant  
Jimmy Jones & Assoc.

"Personal Success Planning"



**Evan S. Frazier**  
Senior Vice President  
Highmark

"Fiscal Solvency  
Solution Strategies"



**Stanley Dobbs**  
Superintendent  
Hayward Unified School District

"Cyber Risk and Strategic  
Opportunities"



**Elissa Doroff**  
Vice President and Advisory Specialist  
Marsh USA

"Increasing Income in the  
New Economy"



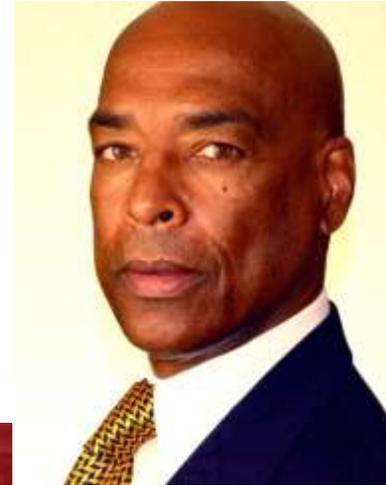
**David Greene**  
President  
Urbanomics Consulting Group

"The Ultimate Marketing Strategy"



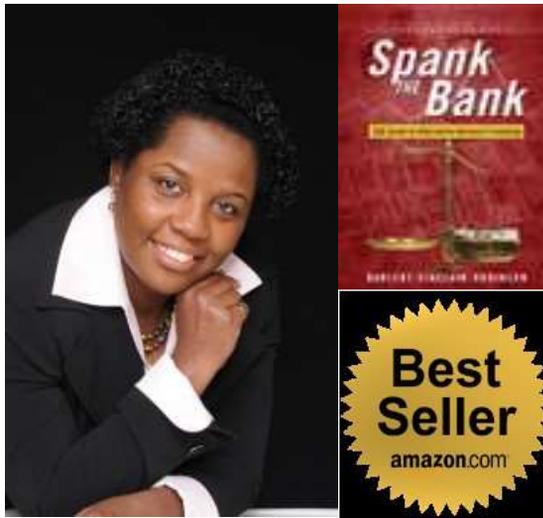
**Dennis Strong**  
 Chairman / CEO  
 The 3Si Group

"New Media Strategies"



**Arthur Jones**  
 New Media Analyst  
 TAO Marketing

"Secrets to Successfully Financing Your Business"



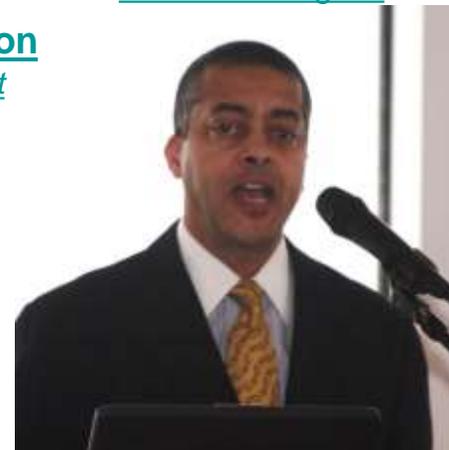
**Karlene Sinclair-Robinson**  
 Alternative Financing Expert  
 Best Selling Author

"Marketing in the Age of Social Influence"



**Joseph Burton**  
 President & COO  
 Social Chorus

"Paradigm Changing Growth Strategies"

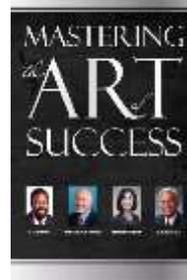
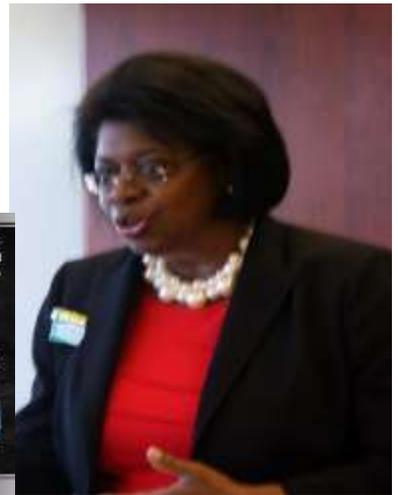


**John Webb**  
 CEO and Managing Partner  
 Quantum Reach



# Local Experts

"EtiquettePower  
for Mastering  
Success"



**Doris Young Boyer**  
President, A Sense of Grace

"What is the "Cloud" and  
why should I care?"



**Avis Yates Rivers**  
CEO  
Technology Concepts Group  
International, LLC

"Planning Your  
Great Escape"



**Rodney Robinson, CFP**  
Partner , R.I.C.H. Planning Group, LLC

"Financial Management Strategies"



**Dale Caldwell - Moderator**  
CEO, Strategic Influence, LLC

Panelists

Roy Frank, Rodney Robinson, CFP®, CEP®,  
Michael Robbins, Andrew Frazier, CFA

"Integrating  
Linked In With  
Your Business  
Strategy"



**Stan Robinson**  
CEO, SHR Marketing, LLC



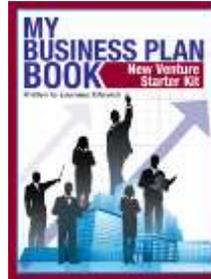
**David Wolfskehl**  
President and CEO  
The Micro Niche Method

*"Intelligent Influence Strategies"*



**Dale Caldwell**  
CEO  
Intelligent Influence, LLC

*"Market Analysis  
 and Marketing  
 Planning"*



**Laurana Edwards**  
Principal  
Profit Marketing  
Communications

*"Leveraging Technology to  
 Create Opportunity"*



**Emily Manz**  
BCDC

*"The Power of  
 implementing Virtual  
 Strategies in the  
 Global Economy"*



**Guy T. Dunn**  
Multi-Unit Franchise Owner  
Geeks On Call

# Power Partners

## Business Support Organizations

We recognize that working with business support organizations can be a key component of business growth and success. The following are several quality organizations that have had representatives attend and speak at **POWER BREAKFAST** events.





### Investors / Sponsors

We appreciate those organizations and individuals who have invested in the **POWER BREAKFAST**. The following are selected sponsors of **POWER BREAKFAST** events over the past 3 years.



# MEDIA

## Social Media Presence

The Power Breakfast's social media content and audience continues to expand significantly. Please like, follow, and connect with us online. Our social media presence includes the following:



## Media Partners

The Power Breakfast's media marketing presence and event coverage will increase significantly as a result of our media partner initiatives. Power Breakfast events have been covered by various blogs, a radio show, newspapers, and magazines. Our media partners include the following:





## **Feeding the Entrepreneurial Spirit with The Power Breakfast The IFEL Business Plan Competition Helps Bring New Venture Into Focus**

Olympic champions may start their mornings with “Wheaties,” but if you’re in business then you’ll want to partake in The Power Breakfast, a morning conclave of entrepreneurs, business owners, and organizational leaders hosted quarterly by A & J Management. Couple good food with good company and you’ve got a recipe for success (click here to access remainder of this article).



### **Lunch? How About a Power Breakfast?**

BY Gentleman Culture

Have you ever walked past a cafe or restaurant with sidewalk seating and noticed two or three people having what must have been a power lunch? Maybe you could just tell by their clothes, or the Blackberry phones on the table, or the way their body language seemed to articulate decisiveness and confidence. Am I being a little too theatrical here? Maybe. But those “meetings” do take place. And as I learned recently at a Power Breakfast hosted by A&J Management at The Newark Club, they don’t always happen at mid-day (click here to access remainder of this article).



# POWER BREAKFAST

A BRAIN TRUST INITIATIVE



## Friday, February 6, 2015 from 8 to 10am

@ The Newark Club

### Supercharge your day!

*Learn Best Practices – Enjoy Great Networking – Gain Useful Knowledge*



A SERIES OF EVENTS  
FOR ENTREPRENEURS  
BUSINESS OWNERS, AND  
ORGANIZATIONAL LEADERS

*The POWER BREAKFAST features business thought leaders sharing their experience and cutting edge strategies for achieving success in the fast paced, technology driven, global business environment.*



*Topic:*

## Quantum Business Growth Strategies

### Guest Speaker



John Webb is CEO and Managing Partner of Quantum Reach, a venture capital and consulting hybrid focused on growth strategies for small and medium sized companies. He is also a healthcare industry consultant to private equity and venture capital firms. In addition, he advises academic institutions on enhancing their capabilities for technology transfer and commercialization of intellectual property. John was selected as a strategic advisor to assist the State of Michigan with various business initiatives.

As a Fortune 100 senior executive, John had oversight for P&L units of up to \$5 billion in annual revenue. He also had entrepreneurial responsibility for growth and the incubation of business endeavors in the \$25M - \$500M range. His previous employers include firms such as Aetna, UNUM and Rockwell International (Space Shuttle Program). John is a Board member for two start-up companies and is a guest instructor for Pepperdine University's Micro-Enterprise Program. He earned a BS in Mechanical Engineering from Michigan State and an MBA from Pepperdine University.

### John Webb

CEO & Managing Director  
Quantum Reach

Space is Limited

Register@ [www.The-Power-Breakfast.com](http://www.The-Power-Breakfast.com)  
\$35 in advance - \$25 before January 21<sup>st</sup>

Contact Andrew Frazier for additional info @ 973-851-6382 or [Andrew@The-Power-Breakfast.com](mailto:Andrew@The-Power-Breakfast.com)

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