

Newsletter Newsletter Newsletter Newsletter

Office of the Secretary

**INDEPENDENT INSURANCE
AGENTS AND BROKERS
OF CENTRAL NEW JERSEY
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YOU NEED AN INDEPENDENT INSURANCE AGENT™

November, 2011 Edition

MEETING NOTICE..... **Tuesday, November 15, 2011**, 12:00 noon, at the Holiday Inn Somerset, 195 Davidson Ave., Somerset, N.J.

The theme of this meeting is **“Starving for Clients”**. Our guest speaker will be Ms. Amanda Puppo, CEO of MarketReach, Inc. in Lawrenceville, N.J. Amanda’s topic will be **“Planning Now for a Successful 2012 Multi-Channel Marketing Program”**. Attendees will learn how, in choosing several targeted marketing techniques toward a specific industry, a greater ROI is realized. In addition, Amanda will discuss combining phone, postal mail, email, and voice mail to round out prospecting efforts. Mail your reservation **TODAY** by completing the form below.

FOOD DRIVE..... At the November 15th luncheon meeting, we will be holding a Food Drive and **YOUR HELP IS URGENTLY NEEDED - ESPECIALLY AT THIS TIME**. The Middlesex County Food Organization and Outreach Distribution Services (M.C.F.O.O.D.S.) is a network that serves over 70 local food pantries and soup kitchens and about 25 additional agencies including residential facilities, shelters, social service agencies, programs for women and children, senior citizens, housing facilities, and other outreach services. We are asking all that attend this month’s meeting to bring non-perishable canned food items (no glass items) and toiletries. If you would rather make a monetary contribution, bring your check payable to “I.I.A.B.C.N.J.” and we will purchase supermarket food cards. Please ask your employees to contribute to this worthy cause.

HOLIDAY PARTY..... Mark your calendar to reserve December 7, 2011 for our annual Holiday Party. See the enclosed flyer for details.

RESERVATION

Check in the amount of _____ payable to the I.I.A.B.C.N.J. enclosed for the November 15th meeting. Price - \$25.00 (**\$30.00 at the door without a reservation**)

Note: *Individuals making reservations via fax, phone, or e-mail, and do not attend the meeting will be charged a \$25.00 meeting fee unless Brian Wallace is notified the Friday before the meeting.*

Agency Name: _____

Attendee Name: _____

Attendee Name: _____

Attendee Name: _____

E-mail _____

E-mail _____

E-mail _____

Mr. Brian Wallace
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