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First United  
Methodist Church  
Basement Meeting Hall  
48 West High Street  
Somerville, NJ*

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## THE PSGCNJ PROMISE: IT WORKS IF YOU WORK IT

*By Frances Chaves, Managing Editor*



Just how does one sell oneself, the fundamental task involved in successfully landing?

When I searched online for “How to Sell Yourself,” I got 280,000,000 results! I can find my own way through that mess of information or I can use the Professional Services Group of Central New Jersey (PSGCNJ), the finest source I have found for transitioning “best practices” and a safe place to practice the skills I need to ensure success.

These best practices are available to you through back issues of “Transition to Success” and the archives of past speakers that can be accessed at [http://psgcnj.org/media\\_library.html](http://psgcnj.org/media_library.html).

This issue focuses on “people skills,” including steps to staying confident and landing where you belong (Eileen Strong), practical advice on how to differentiate yourself when networking (Marty Latman), setting and meeting goals in 2012 (Rick Verbanas) and other useful tips.

PSGCNJ also requires that you volunteer. This issue has stories about PSGCNJ volunteers whose service to the organization has been consistently beyond the call of duty.

PSGCNJ gives us the opportunity to practice the skills we need to differentiate ourselves from the “pack” so that when it’s “our day,” when it’s “the” interview, “the” network contact, we will be at our very best. Work it because it’s worth it.

## Useful Links

NJ Department of  
Labor

Job Search Websites

Reference USA

We want to hear from  
you – CONTACT US:  
fchaves411@ gmail.  
com

## STAFF

Managing Editor:

Frances Chaves

Layout Editors:

Frances Chaves

Leanne Rea

Copy Editor:

Ken Hitchner

Rick Verbanas

## MARKETING COMMITTEE:

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# GUEST EDITORIAL

## Reflecting Back To Move Forward



By Rick Verbanas

The New Year is a great time for reflecting on the past year and setting goals for the new one. Businesses do it all the time so why not you? Isn't your job search your current job? While you may have a fantastic strategic plan and diligently work at it daily, have you sat down and really looked at where you've been and where you want to go?

If you are currently unemployed, you obviously didn't reach your ultimate goal. However, now is the time to look back and analyze what did work. What do you think your greatest achievements were in 2011? Did you go on any interviews, get invited back, receive any offers, attend more networking functions? Are you "getting known" as an expert in your field or particular niche? Did you simply get started... creating a resume, getting to 100% on LinkedIn, printing business cards and so on?

*"Celebrate your successes and learn from your failures"* is a common saying. I think we can learn from anything if we ask the right questions. Sit down and analyze what made your victories successful. How did you get the interview? What did the hiring manager tell you when they invited you back? Why did someone reach out to you after a networking event; what expertise did they see in you?

On the other hand, what didn't work? If you could do something different in 2011, what would it be? How would you do it differently?

As George Santayana wrote in **Reason in Common Sense**, *"Those who cannot remember the past, are condemned to repeat it."* So, looking back on the past year, it is essential we study what did and didn't work and, more importantly, why.

Once you have done this - and I suggest you take a diligent month-by-month approach when reviewing 2011 - you are ready to set your goals for 2012.

What is it you want to accomplish this year? Whatever those goals are (create a personal marketing plan, increase your network by attending more functions, apply to more positions, do more volunteer work, practice your interview skills, further your education, make it to second interviews, receive more offers, etc.), write them down and make them public. Let your friends, family and colleagues know that these are your goals. Keeping them private is simply giving you permission to fail. Share them and make yourself accountable.

Once you have your goals, it is time for strategy. Look at what did and did not work last year and plan how you will build on your successes and change what did not reach your expectations. This takes time.

Numerous sources online and in networking groups like PSGCNJ can help. When you get your initial strategy in place, write it down, as well. However, make sure to use a pencil and be prepared to adapt to challenges along the way.

Having a strategy is the key. So is reviewing it, learning from it and making adjustments. You are the CEO of You, Inc., so take the time to ensure 2012 will be a huge success!

You can read other blogs by Rick Verbanas at [YourGuerrillaMarketer.com](http://YourGuerrillaMarketer.com)



Eileen Strong

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## SPEAKER'S CORNER

### **Confidence is the Key to Landing Where You Belong: *Presentation coach Eileen Strong shares her 5-step plan for job-search success***

*By Frances Chaves*

Eileen Strong knows how difficult it is to project confidence during a frustrating job search. She has a T-shirt that says: "I know that when one door closes, another one opens up... But man, these hallways are the pits." It is impossible to hide a negative self-attitude when doing your elevator speech, networking, or interviewing. Yet, confidence and optimism are the key to making the most positive impact possible and ensuring that you land where you belong. To stay on top of negative self-talk and nurture your self-confidence, Eileen recommends these practical steps.

#### **1. DEVELOP A WINNING ATTITUDE**

- The power of your mind will get you through this transition period. Reinforce the belief that you are marketable, credible, and have great skills. If you believe it, so will your listener.
- "Yesterday is history, tomorrow is a mystery, and today is the present." Remind yourself that each day is a new day with new opportunities. This could be THE interview, THE connection, THE moment.
- Focus on your skills and avoid "negative words." You are not unemployed, you are a consultant.
- Build self-confidence with a 60-second Neuro-Linguistic Programming (NLP) exercise. Breathe deeply, press your thumb to your index finger, and say with conviction, silently or out loud, "I choose to be in control, feeling focused, confident and positive... it's ok with me." Repeat four times using the fingers on your left hand, and four times with the fingers on your right hand. Practice this "psychological reinforcement vitamin pill" a MINIMUM of once in the morning, afternoon, and evening.
- Daily writing is a cathartic, healing practice that sends positive messages directly to your subconscious. Your self-attitude will improve as you RECOGNIZE, WRITE AND RELEASE your successes. In five sentences, list why you are marketable and unique. Include one or two great things that happened today. When you accomplish job-search targets, record them.
- "Four-square" breathing helps overcome nervousness. Inhale to the count of four, hold your breath to the count of four, and then exhale to the count of four. Repeat this process four times.

**2. CREATE A UNIQUE, DIFFERENT AND CREDIBLE STATEMENT** for your peers, networking individuals and potential employers.

- Use the power of the Five W's and know WHO you are, WHAT you have to offer, WHERE you can go, WHY you are an asset, and WHEN you can bring it (and show them how you will benefit their team).
- Grab the listener's attention; open with a memorable line that has impact. Include an adjective or adverb that describes you in a unique way. Eileen's first sentence: "My name is Eileen Strong of Strong Incentives...I show you how to speak with clarity, credibility and confidence - Strong Incentives delivers powerful results."
- Use pauses to hold the listener's attention. Incorporate Eileen's "One-Feature-to-Three-Benefits Ratio:" for each of your positive features, list at least three benefits that will result from hiring you.
- Add a personal note explaining why you offer your service/skills and why a long-term relationship with you would be valuable. Incorporate a personal story.

### **3. PRESENT YOURSELF WITH CONFIDENCE**

- PRACTICE, PRACTICE, PRACTICE, in front of the mirror, for a friend, to your pet.
- Keep your body language open. Don't cross your arms; don't rattle coins in your pocket; lean in to your listener, but don't get too close.
- Project your voice; change the pitch, the pace, and the volume to avoid a boring monotone.
- Be careful about telling jokes because they might fall flat.
- People love the sound of their name so use it to build chemistry. If they aren't wearing a name tag, "anchor" their name in your memory with a mnemonic device, such as a rhyme or noting a distinctive article of their clothing.
- If you are nervous making eye contact, stare at or between your listener's eyebrows.
- When speaking to more than one person, scan the group and engage with everyone.
- Avoid repeating figures of speech like "I'm so excited" or "This will be really cool" or "You know what I mean."
- Eliminate "ahhs, errs and umms."
- Practice public speaking by joining Toastmasters: <http://www.toastmasters.org/>

### **4. NETWORK SUCCESSFULLY**

- Remember it is not about YOU; it is about THEM.
- By listening well, you will answer well and be MEMORABLE.

- Asking questions and showing genuine interest builds rapport.
- People love to talk about themselves. Get their business card, learn from it and inquire about their business. Then, if they ask what you do, or it is appropriate, share information about yourself or deliver your elevator speech.

## 5. WEATHER THE GENERATION GAP

- As younger people have shorter attention spans, keep your statement short and memorable, ideally under 20 seconds. Be sure to answer the 5 W's and then edit, edit, edit. Touching on a fear they might have and then demonstrating how you can solve that problem can be especially effective.
- When younger listeners text while you are talking, this is not reflection of your lack of value. It is simply their "modus operandi." Eileen recommends staying silent until they finish texting, then continue with your statement. You may say, "What I have to share with you is important, which is why I chose to wait until you finished."

Last but not least, **OWN YOUR PRESENTATION**. Make it yours! Believe it and feel it. Your listeners will respond to your enthusiasm and confidence in your services and skills.

**Bio:** Eileen Strong of Strong Incentives is an internationally recognized speaker and presentation coach and author of **Who Stole My Confidence? – 7 Rock Solid Steps to Take Yours Back!**, she has presented to the F.B.I., the U.S. Army, The National Guard, Mennen, Miller Beer, Heublein, Mirro, Bolinger, and others.

Reach Eileen through her website, [www.strongincentives.com](http://www.strongincentives.com), or by email: [eileen@strongincentives.com](mailto:eileen@strongincentives.com)

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## HIRED LEARNING

### Power of networking 'closes sale'

Connections from PSGCNJ member sealed deal for landed ad rep

*By David Pastore*

My landing story begins and ends with networking.

In addition to networking at PSGCNJ, I became a serial networker, attending several meetings each week, from Union to Essex to Morris counties. I followed up with other networkers over coffee to dive more deeply into our respective career ambitions.

Now for the particulars: I actually had two offers 24 hours apart.

The first offer was the result of a networking connection. We had both worked at ad agencies in Manhattan earlier in our careers. My friend and I e-mailed each other with opportunities we thought were right for each other over the six months in



transition. He contacted me regarding an opportunity with the Manhattan newspaper, *The New York Observer*. Had I never met this person through networking, I would never have known about the job.

I also accepted the other opportunity as an ad sales rep with Summit Business Media, a Manhattan publishing company that produces trade books for the financial community.

The day before my interview, I checked out their hiring manager on LinkedIn to get a frame of reference and gain some insight into his background. I noticed that I was only a second connection to him, linked by someone I befriended at PSGCNJ in Somerville. Without my asking, this PSGCNJ friend sent an e-mail on my behalf, touting my character and ability to build relationships (important for a sales rep), among other nice things.

When I was passed to the Executive Vice President for the last round of interviews, he also knew my PSGCNJ contact. I am sure that this strong referral - from someone they know, like and trust - went a long way. Obviously, networking paid off.

The most important thing I gained from the networking and coffee meetings was a lot of very good friends that I will continue to see again. They provided helpful hand in their own special way and made my transition easier to manage. And in the end, it helped land a good job. If you perceive networking as a way to make a new friend, rather than someone who is going to get you a job, you will build a strong group of people who will be willing to assist in your quest.

I wish you all a speedy landing and happiness in the New Year.

*Editor's note: After a brief period with the company, David has decided to rejoin PSGCNJ.*

## What you can do:

- **Attend the Monday 10:30 AM PSGCNJ General Membership meetings** at First United Methodist Church (Basement Meeting Hall), 48 West High Street, Somerville. Speakers are listed in this newsletter and at [www.psgcnj.org](http://www.psgcnj.org): click on "Professional" at the top of the page, then on "Newsletter" in the left column.
- **Take a Career Beacon job-search workshop** on topics such as networking, résumé writing and self-management skills. Sign-up at DoL (Department of Labor) or contact Somerville One-Stop Center at 908-704-3000.
- **Schedule a one-on-one résumé review meeting** by emailing your current résumé to [PSGCNJ\\_advresume@yahoo.com](mailto:PSGCNJ_advresume@yahoo.com). Receive feedback from your peers on the Career Training Committee, which meets at the DoL Building in Somerville.
- **Join the Transition Management Team (TMT)** to support your job search. TMT meets at 9am on the second and fourth Mondays before the General Membership Meeting. Contact Emmanuel "Manny" Inyang from the DoL for more information.
- **JOIN A COMMITTEE!** It looks great on your résumé; it gives you something good to talk about in your interview; it's a great way to network; and PSGCNJ needs your support.

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## RECENT LANDINGS

Congratulations to the PSGCNJ members who have landed. This is a partial list:

12/26/2011 Dave Willoughby, Director Submarine Cable System Development, OSI  
01/03/2012 Danuta Langner, Clerical Coordinator, Healthcare Management  
01/04/2012 David Pastore, Regional Sales Manager, Summit Business Media  
01/04/2012 Jim Skorko, Test Engineer  
01/08/2012 Andrew Piech, Vice President, The New Millennium Bank  
01/23/2012 Sean Byrnes, Support Assistant, Metlife, Somerset  
01/30/2012 Nicola Maloney, Accounting Manager, Aptalis

When you land in your new career please remember to update your co-chair with the name of your company and title of your new position!

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## COMMITTEE SPOTLIGHT: Programs & Networking



### PSGCNJ Job Fair set for March 14<sup>th</sup>: Are you prepared?

*By Sonia Vera*

PSGCNJ will hold its annual job fair March 14 at the Raritan Valley Community College in Branchburg.

All New Jersey PSG members qualify and family members are invited. Up to 50 employers from multiple industries, chosen by PSGCNJ members will attend.

#### Help us help you:

YOU MUST PRE-REGISTER TO ATTEND THE JOB FAIR. Go to: <http://psgcnj.org/jobfair.html> and click on the appropriate registration box.

To ensure that employers participating in the Job Fair see your Bio ahead of the event, submit and/or tweak your BioBlast by March 8. In the past, employers have called our members for interviews through our BioBlast program.

For a step-by-step guide to creating your BioBlast go to **Bio Blast Your Way to a Job Lead** by Julius Alberici at [http://psgcnj.org/mktg/PSGCNJ\\_Newsletter\\_NOV\\_FINAL.pdf](http://psgcnj.org/mktg/PSGCNJ_Newsletter_NOV_FINAL.pdf)

Don't forget to bring many copies of your resume to the job fair.

# Sikora, Pierson honored with 'Emeritus' status

*By Ken Hitchner*

Two PSGCNJ members recently received "Emeritus" status for their tireless efforts to further the organization's mission.

In December, PSGCNJ Co-Chairs honored Stanley Sikora (Training Committee) and Bruce Pierson (Technology Committee), adding both members to the list of individuals who took their volunteer efforts to new heights.

As a lead trainer, Stanley worked double training shifts to greatly reduce the wait time for incoming members in New Brunswick and Somerville. With the help of others, he also rewrote the five-day training curriculum and taught other trainers to create a top-notch program for PSGCNJ members.

During his string of part-time jobs, Stanley always made sure that he had Monday's off so he could train. Even when he began his new position on Nov. 29, 2011, he insisted starting on a Tuesday so he could be available to train one last time and transition his Monday team properly.

Since 2009, Bruce has worked six hours per week to ensure that our guest speakers are video-recorded at the PSGCNJ General Membership meetings. In addition to the set-up and recording, he would edit the film, convert the raw files into MP4 files and upload it to the server. He would also burn DVDs for our guest speaker and the PSGCNJ library collection.

Although he no longer records the meetings, Bruce still is responsible for the edits, file conversions and disc production. Thanks to his efforts, members are able to go to [www.psgcnj.org](http://www.psgcnj.org) and replay any presentation that they may have missed.

The complete list of Emeritus PSGCNJ members follows:

- Craig Uthe, co-founder
- Steve Connelly, co-founder
- Daniel Montone, co-founder
- James Howard, co-founder
- Ellen Pinney, co-founder
- Scott Percival, co-founder
- Brian Parish
- Bruce Pierson
- Stanley Sikora
- Alan C. Wirsul
- Nancy Minoldi
- Deborah Lochli McGrath
- Luann Ladley
- James Bradley
- George Speros Maniatty, Jr.
- Judy Miao
- Pablo Cornejo
- Sonia J. Amanik
- Gary Alpaugh
- Chris Dydo (posthumous appointment)

# In Memoriam: Chris Dydo

By Cynde Lewis

Chris Dado's business card read: "The Data Whisperer. When good data goes bad, I'm the one to call," she was so much more than that. A dear, sweet woman, Chris went out of her way to help and make our "transition" journey a little easier. Here are reflections from those who knew Chris well and others who met her in passing:



"Chris was one of the funniest, brightest women I have known. I worked with her on revising and streamlining the registration process for the PSGCNJ training classes. She was the first techy I met who really appreciated and listened to input from non-techy types. She loved working with data and made working with it fun. I will treasure the few months that I got to work with her. Her bright and funny spirit will be sorely missed." (Mary M.)

"Chris was invaluable to the Opportunity Center Committee. She worked tirelessly with us and the Membership Committee, to improve the processes and Access databases that we used." (Sarah D.)

"She was such a great co-volunteer and colleague, and treated her work on the Opportunity Center data base as if it was her 'real' job. She always followed through and went the extra mile. Not only that, she had a sense of humor and I counted her as a friend." (Bruce B.)

"Chris made a significant contribution to the Training Committee by taking our registration process to the next level. She made it possible for students to register on the website and gave us an improved visibility to training statistics. The thing to note was her unending willingness to help everyone. She will certainly be missed." (Lori M.)

"Dedicated, with a quick wit and a dry sense of humor, Chris always had a comeback. She was very caring and a great teacher, always willing to share her knowledge with others. I miss her." (Dirk G.)

"Chris had a quirky sense of humor. She was the only person to ever compliment my legs. I wore shorts once to the general meeting. Some people were teasing me, but Chris stuck up for me, saying, 'If I had legs like yours, I'd wear shorts too!' LOL. Every time I thought about her comment that day it made me smile. Thanks, Chris and R.I.P." (Laura F.)

"Chris set me up on my Yahoo account and was very patient with me. There were many times that she would be at the DOL office and we would talk about our Catholic education, being taught by the nuns, how they would discipline us by hitting our hands with the ruler or making us kneel down on the wooden floors for hours. God Rest her tender soul." (Alan D.)

"Chris was a kind person who was willing to take her time to teach me new things using Access and the database. I only knew her a short time but know she touched many of us at PSGCNJ." (Debbie H.)

*Editor's Note: Chris has been named an Emeritus Member of the PSGCNJ.*



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## ASK DoL

By Leanne Rea

### 1. Are there any resources available for people who do not qualify for unemployment compensation?

Services including job search assistance, additional training and PSG counseling are available for those who do not qualify for unemployment compensation; however, no monetary benefits exist. For those seeking guidance and counseling, speak to your unemployment office.

### 2. When does the 20-week unemployment extension kick in?

For those who qualify, regular unemployment compensation is available for the first 26 weeks of unemployment. Any extensions are handled on a case-by-case basis but the first extension would occur at the end of the 26<sup>th</sup> week. Should an additional extension be needed, keep in mind that nothing supersedes the date of claim; therefore, a new claim must be filed by the claimant **on or before the one-year anniversary of their original claim**. For example, a claimant files an initial claim on January 16, 2011, and is granted an automatic extension after the first 26 weeks of unemployment. After receiving continual benefits throughout the year, the claimant is notified that their benefits have been exhausted during a routine bi-weekly *Application for Continued Weekly Unemployment Benefits*. Within two weeks, the claimant receives in December's mail a *Notice to Claimant of Emergency Unemployment Compensation (EUC) Eligibility* denoting the *New Maximum Benefit Amount under EUC Tier II* (your new individual unemployment compensation "bank"). Unemployment compensation continues automatically until the Date of Claim anniversary on January 16, 2012 when benefits are no longer available despite monies available in the EUC "bank". Claimants must file a new claim by phone at which time a new monetary compensation may or may not be granted. As of January 2012, New Jersey is one of eight states that do not meet the criteria for extended benefits. Additional information on extended unemployment compensation may be found at

<http://jobsearch.about.com/od/unemployment/a/unempextension.htm>

## HELPFUL TIPS

### ***Emurse* Your Résumé Online**

*By Sonia Vera*



You probably have many versions of your résumé on your hard drive. You may modify the format or customize the content for each job application. Perhaps you have an online portfolio or a blog and would like to add a link to connect your latest résumé.

Simplify résumé management by diving into *Emurse* at <http://www.emurse.com>. This useful AOL branded website helps with writing and sharing your résumé and allows you to create up to ten résumés for free. The process is simple:

- Enter your personal information and manage the sections you want displayed on your résumé.
- Arrange the order of these sections to your liking.
- Change your résumé's format by clicking your mouse, choosing from ten different versions: classic, elegant, crisp or modern.
- There is a link for providing your résumé in rich text format or PDF.
- A word cloud option is available to ensure that your résumé contains the necessary key words.
- Specialty options are provided for websites and blogs.
- Badges and email signatures can be cut and pasted into your blogs, websites, and email clients.
- A summary profile collects valuable information for future employers at your discretion.
- There is an option to publically display your résumé.
- You can provide hiring managers with information about your job preferences, work authorization, and connections to your LinkedIn account and other social media sites.
- You can download your résumés to your hard drive in several formats, allowing you to continue tweaking them.

### **Video Classic: Watch Marty Latman Work the Room**

*By Frances Chaves*

Many call Marty Latman the best networker they know. In his December 27<sup>th</sup> presentation at the PSGCNJ General Meeting, he provided practical advice for successful self-promotion and getting the most out of networking meetings. If you missed it, view the video on the PSGCNJ website:



[http://psgcnj.org/media\\_library.html](http://psgcnj.org/media_library.html)

Marty is the chairman of the Bergen Chapter of Financial Executive Network Group (FENG), which he founded in March 2002 with 29 members. FENG-Bergen Chapter, which now numbers over 2,800, has successfully helped more than 550 members find gainful employment. He is also the chairman of NJ Strategic Executive Networking Group (NJSENG), a Financial Executive International (FEI) member, and a member of more than 20 other career networking groups. He has spoken at FEI, Financial Planning Association of NJ (FPANJ), Media Communication Association – International (MCA-I), Career Networking Group (CNG) and others.

Visit Marty at: [www.linkedin.com/in/martylatman](http://www.linkedin.com/in/martylatman)

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## MONDAY MORNING MEETINGS

**Please check our Program Events Calendar for more information.**

<http://finance.groups.yahoo.com/group/psgcnj/cal>

### February 2012

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February 6, 2012  
Topic: **“To Your Success”**  
Presenter: **Terry Seamon**

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February 13, 2012  
Topic: **“The Life Sciences Industry in New Jersey in 2012”**  
Presenter: **Vicki Gaddy**

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**February 20, 2012**

**DoL Closed - (President's Day Monday)**

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February 21, 2012  
Topic: **“Reinventing Yourself 2012 Style”**  
Presenter: **Donna Coulson**

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February 27, 2012  
Topic: **“Emotional Intelligence Job Search”**  
Presenter: **Mark Schnurman**

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### START YOUR WEEK RIGHT!

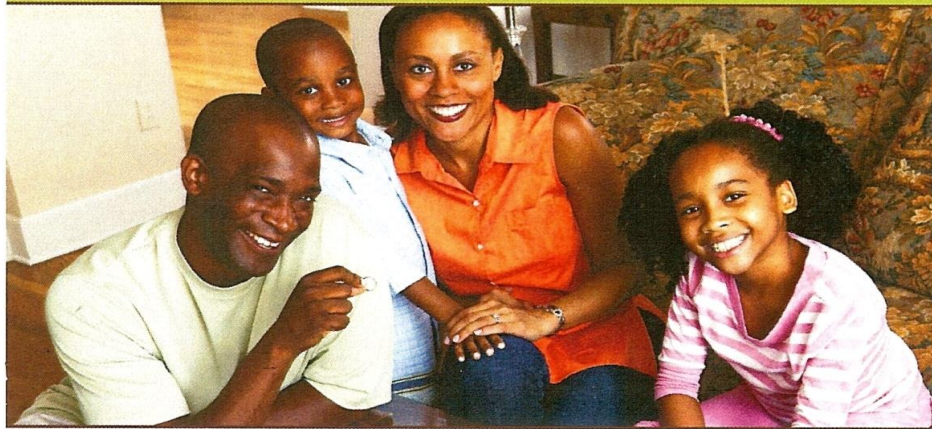
TMT (Transition Management Team) - the 2<sup>nd</sup> and 4<sup>th</sup> week of every month at 9:00 AM before the General Meeting at 10:30 AM

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### EDITOR'S NOTE:

If you have an idea or a suggestion for PSGCNJ, or a request for a specific topic to appear in this newsletter, please send it to: Frances Chaves at [fchaves411@gmail.com](mailto:fchaves411@gmail.com)

## GREAT NEWS FOR NJ HOMEOWNERS!



**The HomeKeeper Program** offers financial help to New Jersey homeowners who are in danger of losing their homes as a direct result of unemployment or underemployment.

Eligible homeowners must demonstrate that they were making their mortgage payments up until the time of unemployment or underemployment, and the unemployment or underemployment must have occurred within the 12 months preceding the date of their application.

Eligible homeowners may receive up to \$48,000 in assistance for a term of up to 24 months. The assistance may be used to help homeowners make their mortgage payments while they seek work or complete an approved job training program and/or may be used to help with arrearages.

HomeKeeper assistance is provided in the form of a second mortgage loan, repayable should the homeowner sell, refinance, transfer or cease to occupy the property within 10 years from the date of the assistance loan.

New Jersey HomeKeeper is funded through a federal grant from the United States Treasury's Hardest Hit Fund.



**THE NEW JERSEY  
HOME  
KEEPER  
PROGRAM**

[www.NJHomeKeeper.gov](http://www.NJHomeKeeper.gov)

[www.NJHomeKeeper.gov](http://www.NJHomeKeeper.gov)

For additional information, call toll-free 1-855-NJ-KEEP1

**TERMS AND ELIGIBILITY:**

