

# A KEYNOTE SPEAKER WHO DELIVERS

Dynamic  
Engaging  
Inspiring  
Empowering  
Educating  
Entertaining



**Leader, Speaker, TV Host**



**Marlene J. Waldock**  
*Delivering the perfect message to every audience every time.*

973-498-0046  
[mjw@1stimpresion.com](mailto:mjw@1stimpresion.com)



## TOP 50 WOMEN IN BUSINESS

Marlene J. Waldock is a speaker who commands attention with her undeniable ability to relate to any size audience, making every person feel as though she is speaking directly to him/her. A 20-year veteran speaker, she is charismatic, motivational, and has a wealth of information that will not only empower and enlighten the most seasoned professional, but will also inspire individuals from all walks and various stages in life. She is acclaimed by many organizations as one of their most dynamic speakers.

As a result of her diverse background, Ms. Waldock is able to speak informatively and genuinely to a variety of audiences on a broad range of topics. She not only understands business, but also knows how to inspire and entertain. Following the events of 9/11, Ms. Waldock was featured in Business Week on the topic of communication skills in difficult times. She offered workshops to small business in the topic of "Communicating with Power in Difficult Times."

The owner of New Jersey based 1st Impression Communications, which offers skill-building communication techniques to corporations, professional organizations, and individuals, Ms. Waldock works with large corporations as well as budding entrepreneurs to refine their marketing and communication messages. In 2004, she founded a women's empowerment division. - BECAUSE WE ARE WOMEN- CELEBRATING POSSIBILITIES - which has already reached hundreds of women helping them to make positive changes in their lives. BWA is taking the next step to realize its dream of reaching a national audience.

DYNAMIC



## BECAUSE WE ARE WOMEN



BWAW- Nancy Widmann



Women engaged

Ms. Waldock is a person who knows how to differentiate herself and set herself apart by celebrating her own possibilities. Her passion is to teach women how to become all that they can be, and in 2003, after attending an Oprah Winfrey event, Ms. Waldock followed her own dream and focused on her passion. In 2004, she launched “Because We Are Women-Celebrating Possibilities,” a symposium designed to help women understand that anything is possible, and to celebrate their possibilities and accomplishments so that their dreams can be realized. This is the quote from her poetry book, “Just Life “

*“When you believe in possibility, opportunity will find you,  
then, you need only to believe in yourself, and everything is possible.”*

BWAW, now entering its fifth year, is a huge success. The day is filled with inspiration and empowerment, making connections both internally and externally, and finding angels, as well as exhibitors, refreshments and fun. However, it is Ms. Waldock who gives real “food-for-thought” with her insight, wisdom, and belief in the idea that possibilities are to be celebrated and achieved.

Included in the program are successful women and women in transition who share their thoughts, fears, and encouraging words with the audience. The 2005 event featured, 11-year editor-in-chief for Family Circle Magazine, Susan Ungaro; and CEO of the NJ Economic Development Authority, Caren Franzini. In 2006, guests included TV Star Peggy Lipton and former CBS President Nancy Widmann. Although highly successful, each has undergone some recent personal challenges and brought a unique perspective to the audience. “I really enjoyed being there and hearing other women’s hopes, dreams, and achievements,” says Ms. Ungaro. “I gave up my Saturday to be part of this program, which I don’t do often,” said Ms. Franzini. It was so uplifting, even my 12-year old daughter enjoyed it.” One attendee remarked, “Marlene, I so enjoyed Saturday’s event. It is very inspiring to hear how women in top positions deal with disappointment outside of their control.”



Actress Peggy Lipton

*Dear Marlene, Thank you so much for the experience of being part of your workshop. It was so uplifting an absolutely wonderful experience for me. Also wonderful to see and hear from so many of the participants and how they feel about you and the work you do. You are so highly regarded. If you want to do it again, just let me know. And much luck and success to you. You have such a good heart and it shines through.*

*Sincerely, Peggy*

BWAW is designed to be interactive and facilitated roundtable discussions play a major part of this program. Attendees are given a personal journal, which is used for self-directed evaluations. They are then asked to share their dreams, desires, fears and challenges with other women. “It’s all possible,” says Waldock. You must believe in you, and then ask for what you want. The Angels, people who can help you, will appear when you least expect it!” Another attendee said, “Thank you for including me in your sphere of possibilities and the network of your angels.”

BECAUSE WE ARE WOMEN – Celebrating Possibilities continues to strive to achieve its goal of reaching a national audience with this message.



## TELEVISION HOST



*New Jersey Governor Jon Corzine*



*Former New Jersey Governor Christine Todd Whitman*



*Cartridge World Master Franchisee &  
Store Owner on News 12*

*"I had great success on the show. I was on the show on an ordinary Saturday and it was shown four times that weekend. Waldock made my appearance so seamless and easy that the eight minute segment lead to nineteen phone-in leads on buying my franchise and three sales in one month. This is extraordinary in franchising. Normally 100 leads lead to one sale, so the quality of viewers who follow her in NJ is very high and move quickly." Said*

*Greg Carafello, Master Franchisee*

Host of the weekly television show, New Jersey Business on News 12 New Jersey, from 2001 to 2006, Waldock interviewed business leaders from Fortune 500 companies to entrepreneurs, including U.S. and state senators, government officials, CEO'S of major corporations, as well as a variety of small business owners and entrepreneurs. Just two months before his death, Waldock interviewed Entrepreneur Russ Berry, whose stuffed animals were a dominant factor in the market.

During the 2005 Gubernatorial race, she interviewed candidates U.S Senator John Corzine and Doug Forrester.

As a supporter of women, during Marlene's last show she interviewed New Jersey's only female governor, Christine Todd Whitman.

New Jersey Business addressed pertinent issues in the state and Waldock often assembled the panels of experts who shared their thoughts and unique perspectives.

As a result of her support of small business, in 2003, Waldock received the Small Business Administration's (SBA) Small Business Journalist of the Year for her efforts in help small businesses reach their potential.

News 12 reaches 1.5 million households in New Jersey.

ENGAGING

## NATIONALLY PUBLISHED

Ms. Waldock was published in Family Circle Magazine on the topic of communication skills for women. Her articles entitled *"How to Talk So People Will Listen"* and *"The Words That Give You Confidence,"* addressed the ongoing challenges women have in their effort to communicate clearly and powerfully.

She has also written articles for local publications, such as Garden State Woman, to assist with business success.

As a member of the Board of Editorial Contributors for NJ Biz Magazine, a weekly business publication reaching 50,000 businesses in New Jersey, she writes a quarterly editorial column addressing topics of interest to the business community. One of her columns, focused on the ongoing problem of women getting their fair share of business and government contracts. Another focused on the annoying direct marketing tactics being used by some lawyers.

She has published a book of inspiration poetry entitled, "Just Life," Poems from the Heart. She is currently working on a book to inspire and empower women.

INFLUENCING



## COMMUNITY INVOLVEMENT



*Governor James E. McGreevy*

Upon relocating to New Jersey in 1994, Ms. Waldock joined the New Jersey Association of Women Business Owners (NJAWBO), the largest and oldest statewide organization devoted to women's economic independence through business ownership. She quickly took on leadership roles at the chapter level, regional level, ultimately joining the State Executive Committee. In 2003, she became the 25th NJAWBO State President, leading the organization into financial stability and elevating the organization's image throughout the state.

As a member of the NJAWBO state Executive Committee, she also served as a national representative to the National Association of Women Business Owners (NAWBO).

Through BAW, she reaches out into the community and has supported women from a local Halfway House who are re-entering society after recovering from a substance abuse addiction.

She co-chaired the 2007 Go Red Luncheon for the American Heart Association, and will participate in the 2008 Girl Scouts Women of Distinction awards ceremony.

Other community involvement includes:

President of the North Essex Chamber of Commerce

Advisory Board Member -The Turn Around Management Assn. Board

Member Programs for Parents

The Arts Council of Morris County New Jersey

The United Way Women's Initiative Steering Committee

The Jersey Battered Women's Shelter





*NJ BIZ 2006*

*50 Best Women in Business Award*

## AWARDS & RECOGNITION

### 2011

OUTSTANDING SERVICE AWARD

The Women's Information Network International Women's Day

### 2010

Because We Are Women Productions

Nominated Best TV Pilot Hoboken Film Festival

### 2008

President of the North Essex Chamber

Women of Distinction Nominee - American Heart Assn.

Garden State Woman of the Year Nominee

### 2007

Women of Achievement - NJAWBO

Women Who Make a Difference - Soroptimists International

### 2006

NJBIZ 2006 TOP 50 WOMEN IN BUSINESS IN NEW JERSEY

### 2005

Small Business Association (SBA) Women in Business Champion of the Year

NJAWBO Women Business Center Patron of the Year

Governors Volunteer Award Nominee

### 2003

SBA Small Business Association Journalist of the Year

Business Woman of the Year for New Jersey Association of Women Business Owners'

### **Other Achievements**

Gold Award International Association of Printing House Craftsmen New Jersey 1999

Gold Award International Association of Printing House Craftsmen New Jersey 2000

NJAWBO Teal Heart Award - 1998 & 2001

NJAWBO Communication Award - 1997

ADVOCATE

## IN THEIR WORDS



*J. Bierman, development Director for Crystal Plaza, Thanking Marlene*

“PERFECT MESSAGE”

“GREAT PRESENTATION”

“INSPIRING”

“HIGH ENERGY”

“BRING MARLENE WALDOCK BACK FOR MORE WORKSHOPS”

“YOUR PRESENTATION WAS INSPIRING”

“WORKSHOP FAR EXCEEDED MY EXPECTATIONS”

“MARLENE IS AN EXCELLENT SPEAKER, VERY INFORMATIVE”

“GREAT SEMINAR”

“WELL VERSED AND KNOWLEDGEABLE”

“ABSOLUTELY WONDERFUL, JUST WHAT I WAS LOOKING FOR”

“PRESENTATION VERY INVIGORATING AND INFORMATIVE”

“BRILLIANT AND CREATIVE”

“VERY BENEFICIAL PRESENTATION FOR OUR GROUP”

DYNAMIC

## IN THEIR WORDS



“Marlene is a dynamic speaker, an entrepreneurial thinker, and an inspiring leader. Her seminars are invaluable to women - offering networking, advice, and self-esteem. Overall, Marlene appeals to every audience with her informative tone and professional candor.”

I wanted to drop you a note to tell you how much I enjoyed your presentation at the emerging leaders meeting. I really wasn't sure what I was going to get out of it, but I thought it was fantastic. You really challenge me to think differently with my introductions as well as my daily conversations with people. There is definitely a ton of value in your work. I really appreciate your help!! Thanks!!

Michael Luteran Director of Corporate Partnerships Newark Bears Professional Baseball Club

What a wonderful job you did. I was so impressed by your poise and energy. I left the event feeling so empowered that I can do whatever it is I want to. The message was so obvious - “why can't I?” I have been wanting to do so many things with my life and never really sat down and figured out what was holding me back. Your exercises gave me the forum to identify all of it. I wanted to share something with you.

At the end of my life this is what I will say when telling my story: My life changed when Marlene Waldock walked into it. She was a magnetic woman who I knew would make a difference in my life the moment I looked into her eyes and listened to her speak. “Many women don't ask for what they want”, she said. Her message clear...”Just ask and you will get it.”

On October 20, 2007 I threw it all away. The negativity, the laziness, the excuses. I sat down and wrote my book...I wrote a book that changed the lives of so many in my generation. They began to accept that it was okay to not have it all figured it right away. They didn't label themselves by their profession...they had goals and a clear destination, but they took time to appreciate the journey along the way. And in doing so, they become well rounded and successful, but on so many more levels. Marlene empowered me to empower them.

Thank you, Marlene. Thank you for inspiring me to be the best me. You truly are an angel on earth. I am grateful that you walked into my life.

I wish the best for you always... J. Santoro, Sales Manager The Palace

“Marlene shares insights I have not heard , many new ideas.”

Director Development & Quality PSEG

Thank you for inviting me to share in your wonderful event. The women were exciting at both sides of the stage. I thoroughly enjoyed participating in the interview session on how ‘not’ to plan your life, and hearing the stories of other women who have overcome obstacles to achieve success in their personal and professional lives. I can't wait to share my great experiences with my friends and colleagues. Congratulations on your vision and commitment to bringing women together in an inspiring forum that transforms lives. Here's to you and to Because We Are Women's continued success. Warm regards,

Angela Harrington,. Harrington Communications, LLC



*Dr. Dale Atkins, PH D.*

## IN THEIR WORDS

“Marlene is a master in her field. She is dynamic, passionate and thoroughly professional. You can count on her for results.” Sandy Dumont, CEO, The Image Architect

“A class act! You can’t get better than Marlene. She listens and makes you think about what YOU want to do. I can’t recommend her highly enough.

Annette Hassel, Owner, TBA Office Support Services, LLC

You planned and conducted a fabulous program. I applaud you....not only for all of your hard work, but for your apparent ease in pulling it off AND hosting the entire day on your feet and looking as fresh as a daisy. Women there felt free to be themselves and to explore possibilities. Thank you for asking me to join you and helping to make this happen.

Most sincerely, Dr. Dale Atkins, PH D.

“Marlene has been an inspiration to me personally and professionally. Her seminars are positive and you walk away with confidence that you can achieve your goals. Just a simple thing as “asking” for what you want has made a difference in my business.

Brenda Hendrickson President, Brenda Hendrickson, CSA

“Very clear, effective, great team building and leadership.”

National Association of Printing Leadership

“Marlene’s creative energy is contagious. I first hired her for her marketing expertise. We’ve worked together multiple times since then on Marlene’s ‘Because We are Women’ events. Marlene is a charismatic speaker with a winning attitude that truly resonates with others. You can trust her to deliver.”

Dara Myers, Owner Select Professional Help

“Your hands-on training helped put the “punch” into my presentations. I incorporated your ideas for a captivating opening statement (first Impression) and powerful close. My audiences are more receptive which translates to more new business opportunities.”

V.P. Sales, PLI Brokerage

Hello, Marlene.

I attended the Prosperity New Jersey event in Trenton yesterday. Thank you for sharing with us and inspiring us!

Wing Lee-Ong, VP, Middle Market Group, JPMorgan Chase Bank

Marlene – I really enjoyed your Presentation and your candor for advocacy and women entrepreneurs. Congratulations on all your outstanding work. I still am a NJAWBO member as well as a NAWBO member, and appreciate all you have done in leadership to help us. Congratulations on Because We Are Women.

Thank you! Sue Kozel-SK Visions 2006 NJBIZ’s 50 Best Women in Business





## KEYNOTE/WORKSHOP TOPICS

# EDUCATING

### LIVING THE LIFE YOU DESIRE

*"I AM READY FOR ALL GOOD THINGS TO COME INTO MY LIFE."*

You have the power within you to be anything you choose. No matter how your life began or where you are today, growing your small business, climbing the corporate ladder, changing careers, or adjusting to a major life change, you have the power to alter the course. Waldock discusses three steps that will help you live 'YOUR LIFE' and achieve the outcome you desire.

### A BRAND CALLED YOU

*BECAUSE FIRST IMPRESSIONS COUNT*

Do you ever feel as though you are climbing a steep mountain to get what you want? Have you thought about how the "First Impression" you make might be adding to the height of the mountain? First impressions count. What impression you are making, how you are perceived and what you do to climb the mountain quicker and easier? Waldock's first impression principles are included in several books. You will be inspired to think in new ways.

### JUST ASK

*YOU ACTUALLY MAY GET WHAT YOU WANT.*

In our daily lives, we ask numerous questions. Why then are some questions easy to ask and other's cause us undue anxiety? FEAR! JUST ASK will help you discover: Why you don't ask, What you need to do to ask, and What will happen when you ask. You will walk away inspired and ready to get what you want.

### FOCUS

*Finding Opportunities To Create Unparalleled Success*

When Napoleon Hill wrote *THINK AND GROW RICH*, he identified three characteristics that contribute to success; definiteness of purpose, believing in yourself and your ideas, and taking an action. The greatest challenge people face, both in business and in life, is getting to easily sidetracked from their dreams. When you apply a laser focus to realizing your dreams, you define your strategy, identify the opportunities and leverage them to achieve greater heights. You will then find many opportunities to create unparalleled success.

## KEYNOTE/WORKSHOP TOPICS



### SPEAK TO BE HEARD

*4C's That make you a better communicator*

When you convey a thought or idea do people listen? Maybe it is the manner in which you are speaking? The secret to effective communication is learning how to be Clear, Concise, Creative and Consistent. These are four C's that always mean that you are better than average.

### PUT "POP" INTO YOUR PRESENTATIONS

*Speak from the heart, not your notes.*

Public speaking is the NO. 1 fear, and yet we all must do it at one time or another. Whether you are speaking to an audience of two, twenty, two hundred, or two thousand, you can put "POP" into every presentation by following a few easy rules. This unique process will set you apart from all others.

### VERBAL MARKETING

*Make a powerful and compelling introductions.*

You just missed the perfect opportunity to meet that high ranking executive you've had on your list, because you weren't prepared with a "Powerful, Compelling Introduction." You stuttered and stammered, and blurted something unimpressive. Whether you are in a professional networking meeting or social gathering, be ready! GET THE ATTENTION YOU DESIRE. You may only get one chance!!!!

### PERSONAL RELATIONSHIP MARKETING

*Building Relationships of Trust*

You've heard it many times, "It's not what you know, it's who you know who knows about you." In a highly competitive business environment, you have to know the right people to receive the really good contracts and make the big sales. How do you achieve this? By Building Relationships of Trust! Personal Relationships Marketing helps you create a professional plan to success.



## A SAMPLE OF SPEECHES GIVEN

*A 20-year veteran speaker, Marlene has been the keynote speaker for many events, both large and intimate. Here are samples of speaking engagements:*

Merck & Company Global Women's Initiative - broadcast worldwide

AIDP - Association for Interior Design Professionals

Rothman Institute of Entrepreneurial Studies @ Fairleigh Dickinson's  
Teen Camp. Discovery – 2011, 2010, 2009, 2008, 2007, 2006, 2005

WMCA Professional Women's Group

Rutgers Business Women's Organization

Rutgers School of Business Annual Meeting

InBiz Connection - Business professionals

Center for Italian American Cultures

National Association of Women Business Owners Annual Conference- 2 years

National Association of Printing Leadership Annual Meeting – two years

National Association of Professional Sales Women

Dialogue on Diversity- National Meeting- Procuring contracts

Soroptimists International Regional Meeting - 2 years

New Jersey Prudential Properties

Industrial Commercial Real Estate Women, Inc. (ICREW)

PLI Brokerage Firm - Division of Chubb International

American Society of Interior Designers (ASID) – Mid Year Meeting

New Jersey Department of Commerce – Annual Business Symposium

Prosperity New Jersey – Empowerment/Inspiration

One-Day-MBA – Business Development Symposium

New Jersey Association of Women Business Owners

North Essex Chamber of Commerce Young Professionals

Gibbons Del Deo Law Firm/ Women's Financial Network

Women's Entrepreneurial Breakfast – Small Business Development Center

Because We Are Women – Celebrating Possibilities – self produced





*Dr. Dale Atkins, PH.D.*

## REFERENCES

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EMPOWERING



## A GREAT VALUE

DYNAMIC

Keynote speech	
Up to 100 attendees, National	\$2500 - 5000
Over 100 attendees, National, International	\$7500, 10,000

Plus expenses and travel

Workshop up to 25 people	
FULL DAY (4 to 8 hrs)*	\$8000
ONE HALF Day – (up to 4 hrs)*	\$6000

Plus travel and expenses

Workbook cost – Min - \$10.00/p/p – price to be quoted

Includes: simple one page handout

One one-hour prep meeting with client

Over 25 people– flat rate per person

FULL DAY (4 to 8 hrs)*	\$350per person
ONE HALF Day – (up to 4 hrs)*	\$250per person

Plus travel and expenses

Workbook cost – Min - \$10.00 p/p– price to be quoted

Includes: simple one page handout

One one-hour prep meeting with client

One-on-one Coaching - In person \$250 p/h  
plus travel and expenses

*\* Time includes travel to and from location up 1/2 hr away.*

*Travel time beyond normal 1/2 hr. 1 - \$100 p/h*

*Mileage is charged at \$.36 pr mile*

**TO BOOK MARLENE WALDOCK FOR A SPEAKING ENGAGEMENT**

**CALL 973-498-0046 or**

**E-MAIL - [mjw@1stimpressioncom.com](mailto:mjw@1stimpressioncom.com)**

**1ST IMPRESSION**  
communications  
Strategies & services for  
marketing, writing,  
speaking & training



**Marlene Waldock**  
*Inspirational Speaker*

*Executive Producer/Host  
Because We Are Women TV Pilot*

*Former TV Host Of  
New Jersey Business  
On News 12 New Jersey*

## AWARDS AND RECOGNITION

*2011 Outstanding Service Award - The Women's  
Information Network International Women's Day*

*2010 Hoboken Film Festival -  
Nominated Best TV Pilot - Because We Are Women*

*2008 Garden State Woman of Achievement Nominee*

*2007 Woman of Achievement - NJAWBO*

*2007 Women Who Make A Difference - Soroptimists*

*2007 Appreciation Award - SBDC Rutgers*

*2007/2008 President, North Essex Chamber of Commerce*

*2006 NJBIZ Top 50 Women In Business In NJ*

*2005 SBA New Jersey Women In Business Champion of the Year*

*2005 NJAWBO Women Business Center Patron*

*2005 Governor's Volunteer Leadership Nominee*

*2003 SBA Small Business Journalist of the Year*

*2003 Business Woman of the Year New Jersey Association  
Of Women Business Owners*

Marlene J. Waldock owns 1st Impression Communications, founded in 1987 as a results-directed communication strategies and solutions company with a focus on communication and presentation skills. A nationally published writer and seasoned public speaker, from 2006 to 2009 she wrote quarterly editorials on topics pertinent to the business community for NJBIZ, a weekly business publication. She has also authored articles in Family Circle Magazine on Powerful Communication Skills for Women, reaching 22 million readers worldwide.

From 2001 to 2006 she hosted a weekly TV program, NJ Business, seen on News 12 New Jersey reaching 1.7 million households in the state. The program addressed the current business climate, opportunities in the state government and issues important to everyday living, while showcasing businesses from entrepreneurial to Fortune 500 companies. Her program helped to reinforce the impact and importance small business has on the economy and society, and in 2003 she was selected by The Small Business Administration (SBA) as Journalist of the Year Award. Among her noted guests were New Jersey Governor and U.S. Senator, Jon Corzine, Governor Christine Todd Whitman, directors of NJ state government, business leaders and corporate CEOs.

In the fall of 2004, Waldock launched a women's initiative entitled *Because We Are Women: Celebrating Possibilities*, an empowering experience that energizes, inspires, and supports personal growth, life achievement, and internal fulfillment. Her quote, "When you believe in possibility, opportunities will find you, then you need only to believe in yourself and everything is possible," is the mantra for the event. BWAW brings women together in a forum that is supportive, inspiring and offers practical solutions to life's challenges. Since 2004, BWAW has touched hundreds of women, helping them to step into their power and live their dreams. For its Fifth Anniversary, in addition to a day long symposium, the organization united thirteen women's associations at an event with the goal of addressing the most pressing issue for women, equality.

In 2010, Waldock and a team of highly accomplished Video Producers filmed a TV Pilot for a BWAW talk show. The show received recognition at the Hoboken Film Festival as one of the best TV Pilots.

Very involved in the community, she is the past president of the North Essex Chamber of Commerce and Past State President of the New Jersey Association of Women Business Owners. For three years, she participated in the PSEG Supplier Diversity Council, promoting the viability of WBE and MBE as suppliers to Corporate America.

Ms. Waldock studied Psychology at the University of Pittsburgh and Marketing and Advertising at Georgia State. She is often quoted in magazine and newspaper articles, is the featured guest on local and national radio shows. She also speaks to local business groups on the art of making the Right First Impression and Verbal Marketing.



# Former Host of **NEW JERSEY BUSINESS**

**On NEWS 12 New Jersey**  
**Hosted by Marlene J. Waldock**

New Jersey Business is a weekly Television program which focuses on highlighting businesses from around the state. Guests range from entrepreneurs, to authors, to Corporate Ceo's.

News 12 New Jersey reaches over 1.7 million households in New Jersey, with affiliate stations in The Bronx, Long Island, Connecticut, and Westchester.

Ms. Waldock began hosting the show on October 1, 2001. She also appeared on a live broadcast in September addressing communication in the workplace.

*Air time as of 2/1/05*  
Saturday - 7:00 am & 1:00 pm  
Sunday - 6:00 am, 8:00 am, 1:30 pm



*Marlene J. Pagley-Waldock owns 1st Impression Communications, a results-directed communication strategies and solutions company with a focus on marketing and presentation skills. A nationally published writer, she authored two articles in Family Circle Magazine on Powerful Communication Skills for Women. An award winning communicator and 20-year veteran public speaker, she was ranked #1 speaker by NJAWBO for their 2000 Annual Conference, by the National Association of Professional Salespeople, and was a top presenter at the National Association of Printing Leadership annual meetings. She speaks to local community groups, business organizations and corporations on the power of a "First Impression." Ms. Waldock is often quoted in The Star Ledger, Daily Record, Courier News, Garden State Women, Chain Drug Review, and Business Week. During her 15 year corporate career, she developed and conducted an audio/visual presentation to national chain drug retailers. 1st Impression is the recipient of two Gold Awards for Excellence from the International Printing House Craftsmen Association.*



*Ms. Waldock offers soft skills training workshops designed to Inspire, Motivate, and Educate to corporations and organizations in the following areas:*

*Communication skills    Presentation Skills  
Customer Service                      Professional Marketing  
Success Building*

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*As an advocate for women's empowerment and advancement, and is the founder of BECAUSE WE ARE WOMEN - Celebrating Possibilities. BWAW has touched nearly 500 women locally, helping them to create a more rewarding life. Ms. Waldock dreams of taking this concept to a national audience.*

*She is also available as a keynote speaker for conventions and meetings.*