

A 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

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It's All About Communication

DYNAMIC

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 Magazine 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.

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• Keynote/Motivational speaking
• Business Consulting



BWAW 2006- Nancy Widmann



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

Because We are Women

Marlene J. 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."

It is Ms. Waldock's goal to "**Make you think in ways in which you are unaccustomed,**" with her insights, wisdom, and belief in the idea that possibilities are to be celebrated and achieved.

From 2004 to 2008, the one day programs included such successful women as: 11-year editor-in-chief for Family Circle Magazine, Susan Ungaro, now President of the James Beard Foundation; TV Star Peggy Lipton, former CBS President Nancy Widmann, NJ Deputy Chief of Staff for Governor Jon Corzine, Maggie Moran, and escaped polygamous family member and author, Elissa Wall. Although highly successful, each had undergone some 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. 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."

BWAW events are designed to be interactive. Attendees are given a personal journal, which are 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."

Currently Waldock hosts intimate monthly BWAW breakfasts.

BECAUSE WE ARE WOMEN – Celebrating Possibilities continues to strive to achieve a worldwide platform.

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Television Host

ENGAGING



Governor Jon Corzine



**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." Greg Carafello, Master Franchisee

As the 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 and a few had just reached the moon.

During Gubernatorial race, she interviewed both candidates Senator John Corzine and businessman Doug Forrester.

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 1.8 million households in New Jersey.

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Nationally Published

INFLUENCING

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.

During her time 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 wrote 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, while others helped small business focus on the end result.

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.

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Community Involvement



Governor James E. McGreevy



2018 Metro YMCA Annual Campaign Kickoff: Y CEO, Rick Gorab and West Essex Executive Director, Helen Flores.

Very involved in the community, she is the a Director and Chair of the Board Governance Committee for the Metro YMCA of the Oranges, one of New Jersey's largest "Y" corporations, serving members in Sussex County, Essex County, Passaic and Bergen Counties. The Y's mission is: Strengthen community through youth development, healthy living, and social responsibility.

Upon relocating to New Jersey in 1994, Ms. Waldock joined the New Jersey Association of Women Business Owners (NJAWBO), the 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 representative to the National Association of Women Business Owners (NAWBO).

Through BWAU, she has reached out into the community and supports a Essex County Battered Women's Shelter, and has supported a Morris County Halfway House.

She has co-chaired the Go Red Luncheon for the American Heart Association, emceed the Girl Scouts Women of Distinction awards ceremony, The Soroptomists Awards ceremony, New Jersey Monthly Family Awards and Metro YMCA awards.

Past Involvement

Immediate Past President Women's Center for Entrepreneurshi
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
Integrity House Gala Committee

Top 50 Women in Business

AWARD WINNER



NJ BIZ 2006

50 Best Women in Business Award



*2017 Top 25 Brand Builder
Leading Women Entrepreneurs*

2012 & 2016

**LEADING WOMEN
ENTREPRENEURS**
& Business Owners

New Jersey
MONTHLY
FINALIST



2012 - Tribute To Women - Boy Scouts

2017

TOP 25 BRAND BUILDER - Leading Women Entrepreneurs

2016

Finalist - Leading Women Entrepreneurs

2012

Tribute To Women - Boy Scouts

2012

Outstanding Service Award - NJAWBO

Finalist - Leading Women Entrepreneurs

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

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In Their Words

DYNAMIC



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



“Perfect Message”

“Great Presentation”

“Inspiring”

“High Energy”

“Bring Marlene Waldo 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”

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JUST ASK!

Speeches and Workshops

BRAND YOU - Your Outrageous Unique Self

Your brand is what people say about you when you are not in the room. -- Jeff Bezos

You are a brand! And, to be successful on this worldwide platform, you need to create and control your brand, just like the major corporations. What impression you are making and how you are perceived? You are what you think, how you communicate, what you wear, and so on, that's your brand. Using 1st Impression principles, which have been included in several books, as well as empowerment ideas, Waldock will help you BRANDYOU to achieve all your goals and dreams. You will be inspired to think in new ways.

JUST ASK

You May Actually 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 and FEAR!

- Do you ASK for the order, the contract, the promotion or the job?
- Do you "freeze" when it's time to ask for what you want?
- Do you assume the answer will always be no?

Waldock has developed a series of acronyms to 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 to ask and 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.

BECAUSE WE ARE WOMEN

"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 will help you live 'YOUR LIFE' and achieve the outcome you desire.

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Speeches and Workshops



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JUST ASK!

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 make you are a better than average communicator

PUT "POP" INTO YOU PRESENTATIONS

Speak From The Heart, Not Your Notes.

Public speaking is the number one 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 AND BRANDING

Make A Powerful Introduction.

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!!!! The goal of a "Powerful Introduction" to help you get to the next level. Your audience will take notice and your dreams will come true.

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.



Where She Has Spoken

A 20+-year veteran speaker, Marlene has been the keynote speaker for many events, both large and intimate.

WCEC - Up Close and Personal with Mimi Feliciano

College of St. Elizabeth Annual Alumni Luncheon

Bayer Pharmaceuticals - Women's Initiative

Merck Global Women's Initiative

Pine Environmental Services

ASID - Annual Meeting

National Association of Women Business Owners Annual Conference

National Association of Printing Leadership Annual Meeting

National Association of Professional Sales Women

Dialogue on Diversity- National Meeting- Procuring contracts

Soroptimists International Regional Meeting - 2 years

Rothman Institute of Entrepreneurial Studies @ Fairleigh Dickinson's - Teen Camp. Discovery - 2003 - Present

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

INSPIRING

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A Great Value

Marlene offers competitive pricing to fit your budget and needs.

Pricing is in line with industry standards.

Travel and expenses apply for engagements more than 50 miles.

TO BOOK MARLENE WALDOCK FOR

A SPEAKING ENGAGEMENT

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E-MAIL - mjw@1stimpressioncom.com

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