

# Stage 17 Holds Business Executive Forum

By JLNJ Staff

On Tuesday night, July 16, executives from a wide range of industries attended 77WABC's Executive Business Forum, co-sponsored by Bottom Line Marketing Group and The C-Suite Network. Chaired by Jeffrey Hayzlett, chairman of the C-Suite Network, the event provided the opportunity for guests to discover the value of corporate storytelling and what it means to build a brand.

Joseph Abboud, the noted fashion design icon, shared his insights on corporate storytelling on a panel moderated by Yitzchok Saftlas, host of 77WABC's "Mind Your Business" radio show and CEO of Bottom Line Marketing Group.

"When you love what you do, your work



Mo Fuchs (2nd from left) and Aaron Kopstick (l) with Yitzchok Saftlas (r) at Tuesday's business forum.

becomes a part of you, a part of your story," he shared. "Brands today are so much more than the products they sell. Consumers are

deeply invested in what's going on behind the brand, and the story the brand is telling," noted Abboud.

Abboud also discussed the importance of brand consistency and making sure corporate messaging never wavers. "Inject your DNA into everything you do, across every product line, into every facet of your company," he advised.

"It was a truly unique experience to attend the 77WABC Stage 17 Executive Business Forum. Hearing from Joseph Abboud was a lesson well learned, which I will be able to impart to the many students who attend Touro," noted Rabbi Robert Grosberg, Touro College's director of career services.

The event left all the participants inspired, informed, and of course, full, having been beautifully sponsored by Soho Platters, Herzog Wine Cellars and Haolam. The 77WABC Stage 17 Executive Business Forum was truly an evening to remember, leaving the guests with a newfound perspective on what it means to be a storyteller.

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## BERGEN NEWSBRIEFS

### Congregation Beth Abraham to Host Rabbi Aryeh Lebowitz

On Shabbat Matot-Masei, August 3, Congregation Beth Abraham will host Rabbi Aryeh Lebowitz as scholar in residence. There will be numerous opportunities to learn from Rabbi Lebowitz over the Shabbat.

Friday Night: 7 p.m.  
Mincha (Main Shul) – D'var Halacha

Shabbat Morning: 7:45 a.m. (Social Hall)  
Special Guest Daf Yomi

8:45 a.m. and 9:10 a.m. Shacharit Drasha

Shabbat Afternoon: Pre-Mincha Shiur: "Choices in Ahavas Yisrael – Which Jew to Help?"

Rabbi Lebowitz

Between Mincha and Maariv: "When the Therapist Suggests Aveirot"

Rabbi Aryeh Lebowitz has served as the מורה דארתא of Beis Haknesses of North Woodmere since its founding in 2004. In addition, as of fall 2019, he serves as the director of the Rabbi Joseph B. Soloveitchik Semicha Program at RIETS. Previously, Rabbi Lebowitz was a rebbe at Lander College for Men (Beis Medrash L'Talmud) for three years and a rebbe at DRS Yeshiva High School for 20 years. His thousands of recorded shiurim on gemara and derash, including a Daf Yomi shiur and an abbreviated summary of a relevant and practical halachic topics are available at YUTorah.org and have gained widespread popularity.

For more information or sponsorship opportunities, please contact Yossi Markovitz at josephmarkovitz@gmail.com.

### Congregation Beth Aaron Hosts Blood Drive

The biggest act of chesed is to donate anonymously. A simple way of helping someone that could actually sustain a person's life is to donate blood. Congregation Beth Aaron, located at 950 Queen Anne Road in Teaneck, is hosting a blood drive on Sunday, July 28, from 8:30 a.m. until 2:30 p.m. in the social hall.

Payment includes Honda Loyalty of \$750 (\$500 for CR-V EX) being used as down payment assistance on the lease. Must be a current owner of any 2009 or newer Honda and provide proof of a current vehicle registration or insurance. 1) \*2019 CIVIC LX: Model # FC2F6KEW, Stk # KH553599. 4dr, P/S/B/Disc, ABS, A/C. MSRP \$21,170. \$0 down pymnt + \$0 sec dep. 1st payment \$179.99 + \$595 bank fee = \$774.99 due at signing. Lease end purchase is \$12,490.30. Total payment is \$8479.84. 10K miles per year, 15¢ thereafter. Price includes the dealer's documentation fee. Lessee is responsible for maintenance and excess wear/tear. Payment excludes tax, license and registration fee. 2) \*2019 CIVIC LX HATCHBACK: Model # FK7H3KEW, Stk # KU420400. 5dr, P/S/B/Disc, ABS, A/C. MSRP \$22,370. \$0 down pymnt + \$0 sec dep. 1st payment \$189.99 + \$595 bank fee = \$784.99 due at signing. Lease end purchase is \$13,198.30. Total payment is \$8830.84. 10K miles per year, 15¢ thereafter. Price includes the dealer's documentary fee of \$428. Lessee is responsible for maintenance and excess wear/tear. Payment excludes tax, license and registration fee. 3) \*2019 ACCORD LX 1.5T: Model # CV1F1JEW, Stk # KA128856, KA045038. Auto Trans., 4 cyl, 4dr, P/S/B/Disc, ABS, A/C. MSRP \$24,840. \$0 down pymnt + \$0 sec dep. 1st payment \$199.99 + \$595 bank fee = \$794.99 due at signing. Lease end purchase is \$14,291.20. Total payment is \$7199.84. 10K miles per year, 15¢ thereafter. Price includes the dealer's documentation fee. Lessee is responsible for maintenance and excess wear/tear. Payment excludes tax, license and registration fee. 3) \*2019 CR-V EX: Model # RW2H5KJW, Stk # KE035489, KE027278. Auto Trans., 4 cyl, 4dr, P/S/B/Disc, ABS, A/C, SUNROOF. MSRP \$29,895. \$0 down pymnt + \$0 sec dep. 1st payment \$279.99 + \$595 bank fee = \$874.99 due at signing. Lease end purchase is \$10,079.84. 10K miles per year, 15¢ thereafter. Price includes the dealer's documentary fee of \$428. Lessee is responsible for maintenance and excess wear/tear. Payment excludes tax, license and registration fee. All advertised leases require 740+ FICO score to qualify; subject to primary lenders approval. Dealer installed options not included; See Garden State Honda for details. No two offers can be combined. Previously written deals do not qualify. Photos for illustrative purposes only. Not responsible for typographical errors. Offers expires 7.31.19.

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