

# Sussex County Leader

## Lead Exchange Network, Inc.



LeadXchangeOnline.com



COMPLETED LEADS FOR  
2011

**\$2,276,439**

### Mission Statement

Lead Exchange Network is an organization of business people dedicated to the ideals of bettering their respective careers through the interchange of business leads. Each member represents one occupational endeavor. Once you join, your competition can't.

Lead Exchange Network, Inc.  
PO Box 5  
Augusta, NJ 07822

President • Jesse Roe  
Vice President • Diane Snider  
Secretary • Cathy Smiley  
Treasurer • Patti Singer  
Member at Large • Joe Grello

Newsletter Edited By:  
Cathy Smiley

Phone: 973-919-5054

Fax: 973-300-4686

E-mail: cathy.smiley@yahoo.com

*Our business is leads!*

### Meet A New Member...Gregg Boonstra

Gregg is a native of New Jersey who lives with his wife and two children in Hopatcong. He has over 15 years of experience helping clients with their personal finances and business development. Gregg has a passion and desire to see his clients become successful and have a better quality of life. After having success working for others, Gregg started Vertical Vision in 2000 as a direct result of his clients wanting to work more closely with him. He takes a very personal approach to the coaching he provides, taking time to fully understand each of his client's individual needs. Gregg firmly believes that there is no one size fits all solution and therefore works hard to help each client develop in a way that will work best for them.

The two most popular services Gregg offers are Small Business Coaching and Personal Financial Coaching.

In small business coaching Gregg offers an outside point of view. He is able to look in at a business and see things that the owner and employees sometimes can't. Gregg finds areas in the business that can be improved to offer the client both better success and new customers. Gregg works with his small business clients to

build their businesses into the successful enterprise he knows it can be. Gregg has also worked with many clients who are just starting out. He has helped them develop a successful business from the ground up, including all the paperwork and red tape required to start a new business.

Gregg's personal financial coaching is very different from seeing a financial advisor. Typically, a financial advisor is looking for a client with a lot of money to invest. Gregg's typical financial coaching client does not come to him with lots of money. They come to him with little or no money. New clients are often worried about money and how to make ends meet. They often work hard, but have little or nothing to show for it. Gregg works with his clients to put an end to the worrisome cycle of living paycheck to paycheck. He shows them how to pay off debt, build a savings account, and ultimately how to achieve financial freedom.

If you would like to learn more about the services Gregg provides, please feel free to give him a call anytime. His phone number is: **(973) 440-8095**. Vertical Vision can help you and those you know!



*Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.*



*~Leo Buscaglia*

Date	Featured Speaker	Doorkeeper
1/5	Megletti / Rosselli	Schick / Pappalardo
1/12	Schick / Pappalardo	Shepherd / Amerman
1/19	Shepherd / Amerman	King / Boonstra
1/26	VISITOR'S DAY	Board Members
2/2	King / Boonstra	Cunningham / Grello

Doorkeeper and Featured Speaker must be in the meeting room prior to 7:00 am. in order to get ready for arriving members and guests. Anyone having questions or challenges regarding the schedule should contact John Pappalardo at (973) 383-5800. If you cannot fulfill your obligation, it is your responsibility to arrange for your replacement with another member and so notify the Program Director.

Member	Category	Leads Given	Leads Rec'd	YTD Leads Given	YTD Leads Rec'd
Bonnie Bitondo	Pet Boutique	3	14	51	123
Cathy Rosselli	Photographer	1	3	41	31
Cathy Smiley GRI SFR	Real Estate	9	3	121	22
Diane Snider	Skin Care	3	12	28	89
James J King, DC	Chiropractor	2	7	27	64
James P Cunningham	CPA/ABV/CVA	2	4	25	43
Jim Palladino	General Contractor	2	1	27	14
Jesse Roe	Home & Office Furniture	5	0	39	24
John Pappalardo	Insurance	5	5	43	41
Joseph Grello	HVAC Contractor	3	0	20	14
Joseph Mango	Sign Maker	3	8	26	86
Karl Krummel	Innkeeper	1	1	15	5
Maryann Klenke	Promotional Products	4	4	32	50
Michael J. Hanifan Esq.	Attorney	3	1	38	24
Mike Salerno	Electrician	1	2	14	28
Sara Ann Megletti	Women's Accessories	5	5	48	38
Terence G. Wynne	Financial Advisor	3	0	33	13
Patricia Singer	Chimney Sweep	3	3	27	21
Earl Schick	Mortgage Originator	3	3	6	11
Donna Amerman	Printer	2	3	6	9
Andy Watts	Payroll	5	1	5	1
Edgar Shepherd	Life Insurance	6	0	6	0
Gregg Boonstra	Business Coach	6	1	6	1
Others		4	1	354	286
<b>Totals</b>		<b>82</b>	<b>82</b>	<b>1038</b>	<b>1038</b>

## Meet A New Member...Edgar Shepherd

Edgar Shepherd is a life insurance agent for Liberty Mutual. Life Insurance is one of those products that everyone purchases at some point, but no one likes to think or talk about. However, when considering your options, there are 2 criteria that he believes are paramount to making a well informed decision.

One is **financial strength**, and Liberty Mutual is consistently on the "short list" of companies ranked highest for long term growth and financial stability. In fact, Liberty Mutual will be celebrating its Centennial Anniversary in 2012. Many of their accolades emphasize a foundation built on partnership, trust and value. Two, and arguably most important, is **personal service**. He'll listen to you. He'll work beside you to define the best solutions to meet your needs. He'll answer the phone when you call with a question. Simply put, he'll be there when you need him.

Edgar is originally from Long Island and graduated with a BS in Biology from SUNY Stony Brook in 1995. He and his wife have been residents of Sussex County for 8 years with their 2 beagle rescues. Having pursued a career in sales, he works for Liberty Mutual as a living testimonial of their business philosophy, "Responsibility, what's your policy? Helping people live safer, more secure lives". Contact Edgar today (**518-506-6016**) for a personalized, down to earth, non-pressure assessment of your life insurance needs.

