

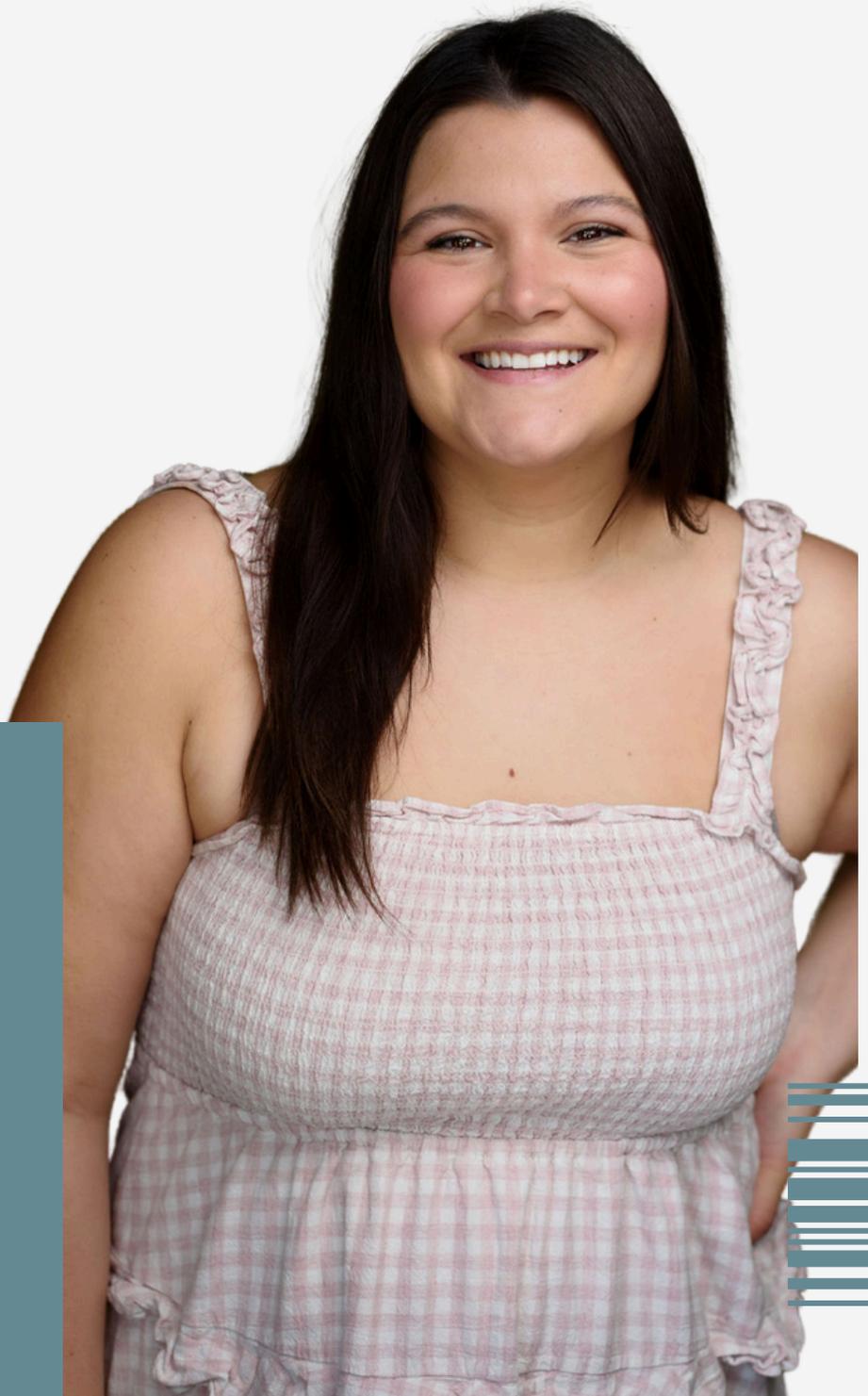
# NGN

05 2024 | ISSUE NUMBER 2

MAGAZINE

## Small Biz Babes that are Making Waves

Hear the stories of inspiring women entrepreneurs making waves in their industries.



Creating Your Own  
App with Kareen

Relationships and  
Growth with Ina

The First Gen  
Experience with Sara  
and more



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Founder of Flor da Vida Women's Wellness in Verona, NJ, massage therapist, doula, womb healer, and coach

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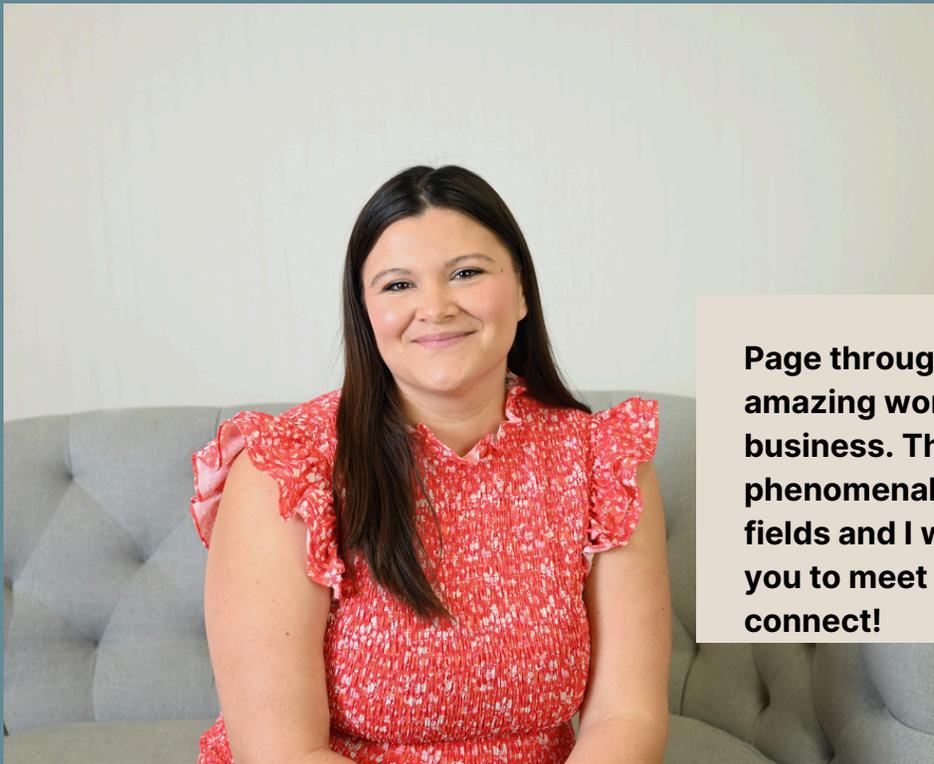
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Financial coach and owner of Devaar and Associates



**Page through to meet these amazing women in business. They are doing phenomenal work in their fields and I would love for you to meet them and connect!**

## Letter from the Founder

A dream of mine has been to showcase women in business doing phenomenal things, making a big impact and changing the world. These business owners have beautiful stories where they detail how they have overcome hurdles, how they are building, and what the future looks like for them. Through this magazine we hope you follow these amazing women and send them a message to connect!

*Gabriella Borrero*

founder

# MEET OUR *features*

We can't wait for you to read these excerpts and listen to the corresponding podcasts and lives that we recorded together!



# SARAH HANNAH

## *Enhancing Your Online Presence*



In Sarah Hannah's recent podcast episode, we walked through all things online presence. From SEO and social media to Google Business Profile, Search and more! This is a must-have for those who are looking to verify, add to or update their online presence! Sarah Hannah is a best-selling author and serial entrepreneur who owns Second Life Careers and Solutions, and SLH Yoga & Wellness.

You can contact Sarah directly at [sarah@secondlifecareers.com](mailto:sarah@secondlifecareers.com) and to learn more about her inspirational Reflections Journal, visit this link: <https://www.secondlifecareers.com/reflectionsjournal>.





Creating a space for mom's to thrive in Metuchen, NJ. Offering venue rentals, fitness classes, events catered to mom's as well as a boutique fitness studio, Tiffany has created a safe haven for moms at The Studio Ligaya. Our podcast episode detailed Tiffany's lifelong mission of loving herself, her body, and being the positive influence she needed as a young girl.

You can follow Tiffany's accounts here:

<https://thestudioligaya.com/venue>

<https://www.instagram.com/thestudioligaya>

# TIFFANY JOY

## *The Studio Ligaya*



Tiffany's venue is an NGN favorite to rent, please reach out to her if you are hosting an event in NJ and are seeking a venue.



**THE JOURNEY OF A LIFETIME, LEARN ABOUT THE FOUNDER OF FLOR DA VIDA, BASED IN VERONA, NJ AND HOW SHE IS TOUCHING THE LIVES OF WOMEN TODAY**

**DEBY  
MARCHETTI**  
*Flor da Vida*



**Flor da Vida**

Deby Marchetti goes by many names, but the most important one may be “Wise Womban”. She’s helping generations of women discover the magic of their cycles, coming home to their bodies, and learning about the power they each hold. She does this through her work with The Red Talk, My First Moon Box, and Flor da Vida. A Brazilian native, Deby can fondly remember back to receiving her first period. Her family has generations of doulas, and she was raised to love, honor, and work with her cycle instead of against it. When she immigrated to the United States she discovered how many women were calling themselves crazy, she pointed out, “Women aren’t crazy, we’re cyclical beings.” You can find Deby performing life changing massages infused with essential oils and reiki at her womb spa in Verona, NJ. Alongside her massage therapy practice, Flor da Vida is a lifeline for the women in the community, offering workshops, classes, and more to women who are yearning to come home to themselves. Connect with Deby here:  
<https://www.flordavidawellness.com/>  
<https://www.instagram.com/flor.da.vida.womens.wellness/>

Sara came up from Miami to sit with us and share her story. Sara Diaz is a dedicated First-Generation Life and Transition Coach and Workshop Facilitator. She serves as the visionary Founder and Chief Madrina at The First Gen Madrina, LLC. Sara holds a Master's degree in Social Work from Rutgers University and is a Licensed Clinical Social Worker. Sara's unwavering commitment revolves around supporting first-generation individuals and fostering awareness about mental health within the community. Her diverse background spans child welfare, higher education, the non-profit sector, and the podcasting community. Her podcast, The First Gen Madrina, can be found on Spotify, Apple Podcasts and iheartradio. Connect with Sara here:

<https://www.instagram.com/thefirstgenmadrina/>

See her website here:

<https://thefirstgenmadrina.com/>



**SARA DIAZ**

*The First Gen  
Madrina*

# JESSICA NAVES

## *Stick of the Art*

IF YOU ARE HOSTING AN  
UPCOMING SUMMIT OR  
CONFERENCE, CONTACT  
JESSICA FOR A CONSULTATION  
ON WHAT MATERIALS SHE CAN  
CREATE FOR YOU!



### 1

#### Visual Storyteller

Bring Jessica onto your design team for your upcoming event, conference, or summit to ensure your branding is cohesive and interactive!

### 2

#### Stick of the Art

Creating custom stickers, pins, and more, order through Jessica's site -

[www.stickoftheart.com](http://www.stickoftheart.com)

# Wellness Coach **CHITRA ROACHLANI**

**MEET CHITRA AND LEARN ABOUT HER  
"PEEL, FEEL, HEAL" FRAMEWORK. SHE IS  
A WELLNESS COACH, SPEAKER, AND  
AUTHOR: THE WARRIOR MINDSET.**

Born in India and raised in Dubai, Chitra has a beautiful story of her upbringing and her personal journey. We walked through how she considers herself a "global citizen", the struggle of fitting in and finding herself, choosing to live in her truth and craving a life on her own terms.

Chitra Roachlani is a Wellness Coach, Speaker, and Author of "The Warrior Mindset: 7 Mindset Shifts To Unleash your Inner Warrior".

As a Coach, Medium and Intuitive healer, Chitra is here to introduce you to her P.F.H. (Peel, Feel, Heal) framework to help you eliminate stress, uncover your true strengths and unleash your inner warrior.

Check out Chitra's website here:  
<https://www.fitwarriorlife.com/>





Jasmine (Jae) Hermann is an award-winning storyteller, content strategist, and copy editor. She passionately champions women entrepreneurs to embrace their creative storytelling confidence so they can craft content that converts in Boss Squad, a supportive community for women leaders. For a limited time, you can save 25% off with discount code GABBY25.

She is based out of Sarasota, Florida and partners with entertainers, wellness providers, marketing agencies, coaches and nonprofit leaders to help them clarify and perfect their digital marketing. As a content strategist she looks at what the business is aiming to accomplish ensuring they have a streamlined approach to accomplishing those goals. From a copy and editing standpoint, she ensures all that her clients share is grammatically sound and adheres to their goals.

Our podcast episode dove into her work, the topics of consistency versus frequency, and more. We walked through what she would do if she was just starting out. She states how you should not be rewriting content, that all originates from one original piece of content.

*Boss***SQUAD**<sup>™</sup>

Jae teaches on these topics and more, and I truly believe you should take a listen to our podcast episode. It was extremely helpful in determining which systems you should utilize. See what's in her toolkit here - <https://bosscreatorshop.gumroad.com/>

You can also get Jae's weekly insights to boost your creator confidence in 5 minutes (or less). Sign up for free at <https://BossCreatorBulletin.com>.

**JAE HERMAN**  
*Boss Squad HQ*

# *ReKnewal Life Coaching*

## **KAREEN SOOKOO**

**OUR INTERVIEW WITH KAREEN WAS EYE-OPENING AS SHE DEVELOPED HER APP IN SIX MONTHS. IF YOU CAN DREAM IT, YOU CAN DO IT!**

Kareen Sookoo is a passionate life coach and app developer dedicated to empowering individuals to achieve their fullest potential.

She is a certified life coach with 15+ years of experience and specializes in guiding clients towards personal and professional growth. Kareen believes in a holistic approach to coaching, focusing on mindset shifts, goal-setting, and actionable strategies to help individuals overcome obstacles and thrive in all aspects of life.

Kareen is the founder and developer of ReKnewal Life Coaching, an innovative wellness app designed to inspire and support users on their journey to wellness. Her app offers personalized wellness plans, unlimited chats with certified coaches, mood-boosting music playlists, and unique features like the ability to add a loved one at no extra cost!

Whether through coaching sessions or technology-driven solutions, Kareen is here to support you in creating positive changes and living a more fulfilling life.

Connect with Kareen here:

[www.reknewalcoaching.com](http://www.reknewalcoaching.com)

[https://www.instagram.com/reknewal\\_lifecoaching?igsh=aWV1eWo4ZTlxMjYz&utm\\_source=qr](https://www.instagram.com/reknewal_lifecoaching?igsh=aWV1eWo4ZTlxMjYz&utm_source=qr)





Vanessa created Love at First Bloom in 2021 when she was faced with the decision of going back to work full-time, or being able to work per-diem and spend more time at home with her daughter. Originally named, "Love at First Box" she then transitioned to the name, "Love at First Bloom" when she knew they would expand their fleet into a cart and more. With the support of her husband, they renovated a horse trailer in their driveway for 8 months, and the journey was started!

The daughter of Colombian immigrants, Vanessa's family is from Medellín. She credits the Festival of Flowers, a huge flower fair hosted in Medellín, and attending those growing up. In addition, her mother always kept fresh flowers around the house and gardened, all leading to her loving flowers. What started as a hobby, grew into a full-fledged business where she brings her flowers to multiple locations across the Tri-State area.

Her mother was diagnosed with Alzheimer's and this business also serves to honor her mother, Rosalba.

You can follow her on Instagram here:  
<https://www.instagram.com/loveatfirstbloom/>

# VANESSA VARGAS

## *Love at First Bloom*

# Marriage Therapist

## INA QEMA

### **OUR INTERVIEW WITH INA WAS MOTIVATING AND ENLIGHTENING, “YOU CAN’T FORCE PEOPLE TO GROW WITH YOU” WAS A FAVORITE LINE**

In today’s age, the modern day woman is someone who has a lot on her plate. As us women entrepreneurs are aiming to build our empires, how are we ensuring our relationships can last the test of time?

Ina came to the United States from Albania at the age of 16 and found herself in Ohio with an incredible support system. After graduating high school she headed to the big apple, New York City! She worked for the department of public health for 7 years, until one day she happened upon a program to become a marriage and family therapist, and she was hooked!

Ina utilizes the Gottman Method for Couples Therapy and shared about The Sound Relationship House and building “love maps”. Love Maps help you develop greater personal insight and a more detailed understanding of each other's life and world. What is your partner’s favorite color? What do they love? What is their favorite snack? How do we pave the way back to creating beautiful long-term relationships with more focus, less mind reading, and truly holding each other hands as we grow together.

Ina offers coaching and therapy and you can find her via the links below!

<https://www.instagram.com/ina.therapist/>  
See her offers here: <https://linktr.ee/inaqema>





## **A FINANCIAL COACH READY TO HELP SET YOUR FAMILY AND FUTURE GENERATIONS UP FOR FINANCIAL SUCCESS**

On our episode with Devhuti Patel of Devaar and Associates, we walked through her story of immigrating to the United States and the choices she made.

When faced with the decision of going back to India or staying here, she went all in. She obtained a job to ensure her family could transition as smoothly as possible from India to the United States thanks to the financial discipline of Devhuti.

One of her inspirations was a cousin, he attempted to show her his line of work, and at first she wasn't interested. It wasn't until she had worked in jobs to understand the importance of financial planning. It was at that point in time when she was ready to take the leap of faith and learn about becoming a financial planner and coach..

Devhuti walks us through how she completed three years of high school in one year, acclimating to life alone while her father moved from NJ to FL to seek work during the recession.

You can connect with Devhuti via her website [www.devaarandassociates.com](http://www.devaarandassociates.com) and Instagram @devaarandassociate



# **DEVHUTI PATEL**

## *Financial Coach*

# Learn more about NGN



SEE ALL INTERVIEWS HERE!



# VISIT OUR WEBSITE



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Collaboration opportunities  
Expand your network with NGN



*Your key to community.*