

MISSION 50

For Immediate Release

Nov. 14: Free “Breakfast & Business: Marketing Tips & Networking” Event Hosted by Mission 50, Hoboken Business Alliance and Main Street Pops

Hoboken Business Alliance Executive Director Roxanne Earley Leading Panel of Local Experts Sharing Marketing Hacks That Drive Small Business Success

HOBOKEN, N.J. (Oct. 31, 2022) – [Mission 50](#), New Jersey’s premier coworking space, will host a free “Breakfast & Business: Marketing Tips & Networking” event on Monday, November 14, 2022, from 9 a.m. to 11 a.m. in the Suite 213 Seminar Room, at 50 Harrison Street in Hoboken. Roxanne Earley, the new executive director of the [Hoboken Business Alliance](#) (HBA), will lead a panel of local experts in a discussion focused on effective strategies for leveraging local and social media to generate business “buzz.”

“Many small business owners are their own social media, newsletter, PR, and advertising agencies all wrapped into one,” said Earley. “This panel brings together experts and business owners from right here in Hoboken to provide new insights to our small business community that will help de-mystify marketing by focusing on simple, affordable hacks that drive success.”

Panelists include:

- Tracy Gavant, Co-Founder, Main Street Pops
- Catherine Willhoit, Co-Owner, The Hive
- Lorraine Fred, Owner, Lorraine’s House of Styles
- Steve Lenox, Publisher, TAPinto Hoboken

Attendees will also have the opportunity to enter a drawing to win five days of free coworking at Mission 50.

The event is part of the monthly “Mission: Community” series presented by Mission 50 and planned in partnership with Hoboken-based [Main Street Pops](#). Guests can enjoy breakfast and networking starting at 9 a.m. in the second floor Conference Room, followed by the panel discussion and Q&A at 9:30 a.m. Bike parking is free and car parking is available for a small fee (use the pay station at the building’s entrance). Space is limited; please [RSVP](#) in advance.

“We have partnered with organizations like HBA for decades to foster the growth of entrepreneurs and small businesses here in Hoboken,” said Gregory Dell’Aquila, CEO of [JDA Group LLC](#), which owns and manages Mission 50. “These panelists will be sharing invaluable tips and resources to help neighboring businesses attract customers by marketing their brands more effectively.”

Mission 50: A Collaborative Coworking and Community Space

Dell'Aquila launched Mission 50 in 2011 as one of the first premium coworking sites in the New York/New Jersey region. A multi-million-dollar renovation of the 80,000-square-foot boutique office building, completed in 2021, resulted in a reimagined coworking community that fosters collaboration, innovation and productivity.

Multiple workspace environments include shared coworking spaces, privacy pods, private office suites, and fully customizable office concepts. Upscale amenities, state-of-the-art technology and a menu of membership options that cater to professionals ranging from solo workers and growing startups to seasoned businesses.

HBA: Energizing Hoboken's Business Environment

Established as a Special Improvement District by the Hoboken City Council, the Hoboken Business Alliance works to energize and enhance Hoboken's business environment and to maximize consumer engagement through collaborative alliances with businesses, government and community to create a place where small businesses can thrive. The HBA advocates for a safe, accessible and prosperous improvement district that attracts residents and visitors to shop, eat, play and stay in Hoboken.

For more information contact Mission 50 at 201-706-7210.

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Photo Caption:

Hoboken's premiere coworking space, Mission 50, is hosting "Breakfast & Business: Marketing Tips & Networking" on Nov. 14 from 9 a.m. to 11 a.m. featuring a panel discussion moderated by Roxanne Earley, Executive Director of the Hoboken Business Alliance.

[About Mission 50](#)

50 Harrison St., Hoboken, N.J. 07030

Access Mission 50 media assets [here](#).

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Media Contacts

Ken Hunter / Christine Ziomek

Caryl Communications

201-796-7788

ken@caryl.com / chris@caryl.com