

# Success Connection

A Publication of the Women's Success Network

March 2009

## Women's Success Network

P.O. Box 372  
Franklin, MA 02038-0372

For on-line information about Women's Success Network, check out our website:

[www.wsninc.org](http://www.wsninc.org)

## *Women Helping Women - Professionally and Personally*

### Wednesday, March 4 Meeting Details

3 Restaurant  
461 West Central Street  
Route 140  
Franklin, MA  
508-528-6333  
*See directions at bottom of this column*

### Agenda:

6:00p Networking  
6:45p Dinner

### Menu

Buffet Dinner

### Networking for Success

At a meeting **TURN OFF YOUR CELL PHONE!**

## Choose your topic(s) at the March 4 WSN meeting

One of WSN's most popular meetings, Table Topics, features WSN members leading discussions about their vocations or avocations. Instead of one speaker for the evening, our members lead table discussions on different topics of interest. This year we have a wide variety of topics, appealing to personal and professional interests.

The program is being divided into two 30-minute segments which means that every topic will be presented twice that evening. When you sign in that evening, you will be asked to select which topic you want to attend for each of the two sessions. For example, if you would like to attend How to Network and Update Your Look, then you will indicate that upon your arrival.

The meeting is being held at the popular 3 Restaurant in Franklin.

### Our topics and speakers are:

· *Should I stay or should I go?*

#### *Answers to Your Real Estate Questions*

Joyce Parlapiano-High Note Realty LLC and the Accidental Gallery, Amy Buliung-Franklin Mortgage Services, Amy-Sue Hasselbaum-Bay Heritage Appraisal, Attorney, Amy Azza, Azza Law

*In today's real estate market, how do you know when should you buy, sell, or stay? You'll get answers to this question and many more from our panel of experts: a real estate professional, appraiser, mortgage lender, and attorney.*

· **The Perfect Closet**

Janine Cavanaugh - Janine Cavanaugh, Professional Organizer and Nancy Dayian, California Closets

*The perfect closet is organized, functional, and filled with clothes that look great on you. Who wouldn't want that? You'll learn how easy it is for everyone to achieve the perfect closet. The first step is a closet organizing session with a professional organizer. The second step is a closet makeover with a design specialist. The end result? The Perfect Closet!*

## Snow, Snow, Snow

It is that time in New England where the weather is unpredictable so we wanted to remind everyone of the snow policy. A WSN meeting will be canceled only if the restaurant closes the evening that the meeting is scheduled. If there is time, we will send out an e-mail to those registered but we recommend that you call the restaurant to determine whether they are closing if there is a question and you have not heard from us. Of course, you need to use your own judgment as to whether or not you attend. However, if the restaurant remains open, we are committed to the reservation count and cannot provide refunds.

## Display Tables

Every member is entitled to have a free display table at one member meeting per year. If you would like reserve your display table, contact Patti Prevost at [displaytables@wsninc.org](mailto:displaytables@wsninc.org). If you are signed up for a table and can't make it, please let Patty know as she sometimes has a waiting list.

## Resource Table

There is a Resource Table available at every WSN meeting for members to put flyers and other business information on for members to take. Please refrain from putting materials on dinner tables and chairs as it gets lost under everything else on the table, and often discarded at the end of the

### · Update Your Look

Sue Haley - Independent Consultant, CAbi and Mónica Fernandes, Lisbon Style

*Learn to update your look in fashion and accessories. We'll show you how to incorporate classics with the upcoming spring trends, working with what you already have and investing in key pieces for your spring wardrobe and accessories. We'll give you tips on coordinating style and color for your spring look.*

### · How to Network

Linda Waters - Back to Business

*Learn how to utilize online networking tools such as LinkedIn and Twitter, as well as how to get the best out of your in-person networking efforts. Do you ever wonder what to say or how to reach out? This workshop will give you the information you need succeed at networking!*

### · Go Green With Your Personal Care Products!!

Christine Weigel-Arbonne International

*Going Green can take many forms. In this workshop, you'll learn what might be in some of your personal care products that you may be unaware of!!*

### · What Every Woman Should Know About The Law

Attorney Michelle M Raymond and Attorney Jennifer D Taddeo- Doherty, Ciechanowski, Dugan & Cannon, P.C.

*It's time for your "Yearly Legal Checkup." Learn how law affects your daily life and how you can prevent those costly emergencies. Receive updates on the new developments in Massachusetts and whether you are affected.*

### · Get More Clients!

Mary Spaulding-Due North Coaching, LLC

*Learn how to use a mindmapping technique to creatively tap into the brain to get more clients. What is Mindmapping? Mindmapping is simply a brain dumping process that helps stimulate new ideas and connections. Start with an open, playful attitude ... you can always get serious later!*

### · Staying Calm When the Market Goes Wild

Candace Sallale - Financial Advisor, Edward Jones

*This workshop is designed to help our members STAY CALM in this difficult economic environment. You'll learn about the opportunities created when markets decline and the importance of staying focused on your long term goals. You will also learn how difficult it is to be in the "winning investment" every year!*

### · Creating and Saving Memories for Generations

Valerie Larsen - Valerie Larsen Photography

*We all have plenty of images, taken on good cameras. Can't*

evening. Thanks for your cooperation!

## Shout Out

Liz Scully of Scully Group Websites would like to thank Jane Curran of Jane's Frames for the beautiful restoration and framing of a 100-year old picture of her grandparents which were given as Christmas gifts to family members. They were very pleased and moved by the gift.

## February Raffle Update

The February Raffle brought in \$204 for WSN's Scholarship Fund. Thanks to the following members who donated raffle items:

Amy Buliung, Franklin Mortgage  
Mary Beth Cantell, You Never Cantell  
Heidi Caron-Guay, Dragonfly Interiors  
Nancy Dayian, California Closets  
Stephanie Hay, Tastefully Simple  
Stacey Hiltner, Community VNA  
Lisa Jessick, Dream Dinners  
Helen Kinney, Back to Basics  
Laurie Martucci, Attorney  
Nancy Anderson Miles, Traveling Miles Group  
Stacey Pelton, John T. Chipman & Company, LLP  
Michelle Raymond, Attorney  
Cheryl Reed, Silpada Designs  
Cathy Sutton, Happy Tails Doggy Day Care  
Kim Sviontek, Mary Kay Cosmetics  
Deet Turnage, Assist 2 Sell

*figure out why a photo did not come out correctly? Why they have red eye? Why your image is blurry? Why you should NOT leave them on a computer...like forever!? You can even bring your digital camera to this workshop to learn more! Learn what sites are good for printing, storage, CDs, and why to mat a print. You'll also learn how to use those little functions (mountain scene/running person/light sources) at the correct time. You'll even get some posing tips!*

To register for this meeting, please go to the WSN website at [www.wsninc.org/reservation.html](http://www.wsninc.org/reservation.html). The registrations deadlines are February 20 for mail-in reservations and February 24 for online reservations.



## From the Chair

Well, it is good to be "back in action." First, I want to thank the many of you who sent me personal notes and supported my family during my hospital stays last month as a result of my appendix bursting. The good news is that the worst is behind me...and I got my New Year's resolution of losing weight off to a good start (although I would NOT recommend this method of weight loss). A special thank you to Michelle Raymond and Candace Sallale who took the reins over from a WSN perspective for the last 30 days and to the entire board who executed everything flawlessly in my absence.

This month was our second Speed Networking event of the 2008-2009 programming year. A huge benefit of this meeting is that attendees get an opportunity to learn more about their fellow WSN members and visitors than they would at a typical meeting and this month's meeting was no exception. However, don't let the opportunity be a one-time event which simply passes you by. Follow-up with those you met with whom you felt a synergy either personally or professionally to really take advantage of the evening. Invite them for a cup of coffee or maybe a follow-up telephone call. Remember, people do business with people they like and trust and getting to know someone is the first step in building a relationship.

For those of you who were not able to attend, you might want to do some of the same to reach out to those members or guests that you would like to know more about. We ended the evening by presenting Jan Turner with a bouquet of flowers as a small gesture of our appreciation for her coordination of this event since its inception. Jan always

Judie VanKooiman, Simply Fun  
Lisa Zwicker, John T. Chipman & Company, LLP

## WSN Board

Roxanne Richard,  
Chair  
Day Job: Attorney  
508-717-7179  
[Chairperson@wsninc.org](mailto:Chairperson@wsninc.org)

Michelle Raymond  
Vice Chair  
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Candace Sallale  
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Judy Alfred  
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Amy Buliung  
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Suzu Ferrantino,  
Membership Chair  
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Stacey A. Pelton  
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Julie Winston  
Operations Chair  
Day Job: Financial Advisor  
[OperationsChair@wsninc.org](mailto:OperationsChair@wsninc.org)

goes the extra mile to ensure that the evening is a success. Thanks also to Beverly Rollins who came just to check everyone in, even though she couldn't be there for the event.

I look forward to seeing you all at the upcoming Table Topics event in March, which will be another great way to learn more about our fellow WSN members and their expertise.

Best,  
Roxanne

## Time, Talent and Treasures Auction is April 1



WSN's April 1st meeting will feature two of our favorite things to do: Lots of free time to NETWORK with your fellow members and guests, and - back by popular demand - the second annual WSN "Time, Talent & Treasures" Auction. If you attended the 2008 auction, you know what a success the event was - not only a fun evening with a lot of laughs and super bargains, but a huge boon for the scholarship fund (we raised over \$14,000!)

This year's auction will be just as much fun - but with a few additions and twists. We'll continue to bring you information in the coming weeks, but here's some "inside information:"

- *The event will be predominantly a Silent Auction with a Mini Live Auction (featuring five or six top items from the silent auction tables).*
- *A Heads and Tails Game will be held with a monetary prize (similar to a 50/50 raffle). Yes, you could go home with some extra money!*
- *There will be "Sign-up Boards" for unique and fun social events for you and your friends. A Martini and Zumba Party, anyone?*

### You can help

#### Donate to the auction

- Consider donating something from your business (a product or service).
- Show us your "other side" - If you're an accountant but you make beautiful baby blankets as a hobby, donate one of your masterpieces.
- Assemble an original gift basket.
- Bake or cook a cheesecake, a chicken pot pie, cookies, an entire dinner. Make your best recipes an auction prize.



### Directions to 3 Restaurant

#### Driving Directions:

FROM BOSTON: Route 128 to Route 95 South to Route 495 North. Take Exit 17 - Route 140 - right off ramp towards Franklin. Travel about one mile - the restaurant will be on your left.

FROM PROVIDENCE: Route 95 North to Route 495 North. Follow directions as from Boston.

FROM WORCESTER: Route 495 South. Exit 17 - Route 140 - left off ramp towards Franklin. Travel about one mile - the restaurant will be on your left.

- Provide a service. Baby sit, pet sit, lawn mowing ... errrrr ... snow shoveling.
- Donate some movie tickets or a restaurant gift certificate -even better, combine the two for a night out!
- Visit local merchants and ask them to make a donation.



#### Work at the auction

- We're going to need table captains, check in people and runners.
- Help is needed with procurement (i.e., approaching businesses to donate)

#### You also need to know

- You can go to the WSN website [www.wsninc.org/donations.html](http://www.wsninc.org/donations.html) to submit your auction donation(s).
- Be sure to include a value on all your auction donations.
- There will be lots more information on the auction in the coming weeks .

#### Schedule

- All auction items will be collected by March 15. You can bring them to the March meeting, there will be a drop off location, or you can arrange to have your donation picked up.
- March 15 is also the deadline for the auction program book (a listing of all donations and donors). You'll want to be included in the book!

#### Who's who

Candace Sallale and Bev Rollins are co-chairing this event. Also on the committee: Joyce Parlapiano, Deet Turnage, Linda Hilliard, Donna Goulart, Michelle Raymond, Amy Buliung, Cheryl Reed, and Karyn Bilezarian

#### Featured Profile

## Cindy O'Rourke, Creative Impressions

*by Mónica Fernandez, Lisbon Style*

Devoted wife, mother of three and businesswoman Cindy O'Rourke embodies Creative Impressions, supplying companies, schools and other organizations with promotional products, custom screen printed and embroidered apparel. With nearly 20 years of experience in the industry, Cindy knows her ideal client is a business with staff, which could benefit from having their company name branded on them.

Creative Impressions supplies all kinds of personalized products with your logo or company name to give to your

clients and potential customers at trade shows and special events, leaving them with something memorable about your business. A great contact for Cindy would be a school, full of team spirit where she could create products for sports teams, such as soccer or lacrosse. Cindy loves to be able to connect people with the right product to fit their needs, thereby making her work customized to each of her clients. What you might not know about Cindy is her ingeniousness in using her creativity at Creative Impressions: she does a lot of the artwork herself. She enjoys the process of product development, from its conception and artwork to the finished product, giving the customer the satisfaction of getting exactly what they want.

She looks forward to making new contacts at WSN, having more one-on-ones, and taking advantage of services and products from fellow members. She wants you to know how important it is to get back to basics, how essential customer service is. The little things you do get noticed. Keeping in touch with your clients is crucial and Creative Impressions has new invitations and cards to personalize with your business identity, name and logo. Cindy says a handwritten note with your name and company logo goes a long way, telling your clients you care and that you're not just a number. The best way to reach Cindy is by email [creativeimpressions@comcast.net](mailto:creativeimpressions@comcast.net), visit her website [www.creativeimpressionspromo.com](http://www.creativeimpressionspromo.com) or call her at 774-847-9018.

**Fun Facts:** Cindy loves to relax from her busy life with a glass of wine, a good book or a movie. She is also a Disney Fanatic.