

Success Connection

A Publication of the Women's Success Network

October 2011

Women's Success Network

P.O. Box 372
Franklin, MA 02038-0372
www.wsninc.org

Meeting Wednesday, October 5th Franklin Country Club

672 East Central St.
Franklin, MA 02038
Phone: 508-528-6110
www.franklincc.com

RSVP by Tuesday,
September 27.
Member price \$25;
Non-member price \$40

Dinner

Caesar Salad
Entrees (choice of one)
- Chicken Marsala
- Salmon Pinwheels -
spinach- and herb-stuffed,
topped with Beurre Blanc,

In This Issue

From the Chair
Pure Networking
Advertise with The Connection
Membership Profile
Social Media
Polo Social

What You Need to Know as a MA Business Owner

We are excited about our October speaker, State Representative, Elizabeth "Betty" Poirier. Betty will educate us about what we need to know as Massachusetts business owners and residents by highlighting some key programs and opportunities that you may be aware of, whether they are current or pending legislation.

If you have not ever heard Betty speak, you are in for a treat. In her past life, she too owned her own business. Her current role has her focused on many important issues in MA ranging from Family related issues around Foster Care, Child Abuse and Neglect to Ethics. She is one of 2 women chosen to serve a 2- year term as the State Director for the Women in Government and is the Director of the Women's Caucus.

In her "spare" time, Betty leads numerous local community efforts.

We look forward to a great October meeting.

served with asparagus
- Vegetable Napoleon -
layered vegetables,
mozzarella, and marinara
sauce, topped with puff pastry
Wild Rice Pilaf
Warm Apple Blossom &
Ice Cream with Coffee & Tea

Special Note

If you've already registered, but find you just can't make a meeting, please contact Debra Bloom (WSN Venues Chair) at venues@wsninc.org to see if she knows of someone who might like to take your place.

Raffle Reminder

WSN's monthly raffle supports our Founders' Scholarship Fund. Donations are gratefully accepted at the meetings. Include two business cards. Donors' names will appear in the next month's newsletter.

Networking Tip

"Bring a friend to WSN. You already know her, but introduce her to someone, and you'll provide a new referral partner for two people."

Suzu Ferrantino, Membership

WSN on Facebook One of the benefits of WSN membership is participation in the Facebook WSN group. If you are interested in joining the group contact Jennifer Taddeo at jdt@dcdclaw.com

This is the place that you post events and questions for other members to discuss.

WSN is now on LinkedIn. If you are a LinkedIn member or are signing up as a new member, please connect to WSN's networking group at www.linkedin.com

From the Chair

From the Chair

What a great way to kick off the new networking year! I hope you're breathing through your diaphragm nowadays, and I'll bet if I call your voice mail, your message will be succinct, friendly, and professional. I'm looking forward to learning more about what we, women in business, need to know in Massachusetts from Rep. Betty Poirier. She's the speaker at this month's WSN dinner meeting. Also, because October is Bring-a-Friend Month, I encourage you to reach out to the business and social contacts in your life who might enjoy mingling with us.

Have a great productive month!
Monica Fernandes
WSN Chair



Pure Networking

Pure Networking will be Wednesday, September 21st from 5:30-7:30 pm, at The Artful Phoenix, located at 21 North Washington Street in North Attleboro.

The Artful Phoenix, co-owned by **Melissa Santsaver** and **Jan Franco**, is a warm and inviting artist's gallery and gift shop showcasing local talent. A cozy nook called "The Nest" offers free Wi-Fi-, art resources, and coffee. The Artful Phoenix is a safe place for artists to collaborate and share ideas on how to grow each other's businesses.

There are two ways to register: online at www.wsninc.org through PayPal or at the door. The **\$5 cost** goes towards the WSN Founders Scholarship Fund. Door prizes are accepted. Don't forget to bring your name tag and plenty of business cards!

If your business is in or around North Attleboro and you are a WSN member, take advantage of the sponsorship opportunity. For \$50, you will be spotlighted before and during the meeting and your business information will be included in all media communications. If you would like to be a sponsor, email Sue Haley at networking@wsninc.org.

Advertise with The Connection

This year's edition of The Connection is being compiled to include all current members of WSN. The handy, desktop directory is a great source for finding the contact information of that woman you sat next to at last month's meeting-without digging through the pile of business cards you collected. In addition, advertising opportunities are available. They offer a great way to emphasize your business throughout the year.

FAQs:

Business Cards

Forgot your business cards again?

Don't be that person. Put them in your purse now, so you'll have them for the next WSN meeting. After all, we're there to network.

Ambassador Needed

Are you a diplomat? Love to chat? Catherine Pisacane is looking for members who can act as WSN ambassadors. Please contact her at ambassador@wsninc.org.

Welcome to Our New Members

The following ladies have recently joined WSN. Please make sure to introduce yourself to them at the next meeting.

Christana Wille McKnight of the First Unitarian Church of Norton
Christana@nortonunitarian.org

Danielle Grueter of Ten Key, Inc.
dgrueter@tenkeyinc.com

Erin McEnaney of Rainbow Movers, Inc.
emcenaney@rainbowmovers.com

Erin Miller of Lance Buick GMC
Erinmiller66@gmail.com

Julie Etter of

What information will be included in my free listing?

Whatever information you've posted on the WSN website is what will be used for your free Connection listing. Changes will be accepted through October 31, 2011.

What additional types of display ads may I purchase and how much do they cost?

Display ads are a great way to emphasize your business. As members utilize The Connection to find people's contact information, your ad will be seen. Ad sizes include: full page at \$125; half page at \$80; and business card \$50.

Can I have a photo or other graphics as part of my ad?

Absolutely! In fact, we encourage you to include something memorable in your ad to maximize its effectiveness. If you wish to add a photo for name, face, and business recognition, include a head-shot with your ad submission. The photo can be any size, but your face should be no smaller than 1-inch tall.

What if I don't have an electronic version of my photo or ad?

Scanned business cards and photos do not present with the same level of quality as high resolution photos and ads. It is strongly encouraged that you submit your ad via email. Though we will accept hard copy submissions, electronic is preferred!

How do I submit and pay for my ad?

Send all electronic files to Amy-Sue Hasselbaum operationschair@wsninc.org. If you submit your ad through other sources (a friend, someone you submitted to in the past, etc.), it may cause confusion and delay the creation of The Connection. Your cooperation is appreciated!

Payment for your Connection ad should be made at www.wsninc.org via PayPal as follows: login and go to Programs then Donation/Payment. Follow all prompts.

For those who need help designing an ad, there is assistance available at the rate of \$35 an hour. Again, contact Amy-Sue Hasselbaum at operationschair@wsninc.org.



Membership Profile

Hasselbaum Bookkeeping

Hasselbaum Bookkeeping, owned and operated by Amy-Sue Hasselbaum, caters to small businesses in the Franklin, MA area. Amy-Sue

Prudential Page Realty
julieetter@prudentialpage.com

Marilyn Titlebaum of
Silpada Designs
Maar810@aol.com

Clair Needham Tuohy of
Prudential Page Realty
clairtuohy@prudentialpage.com

Robyn Nasuti of
REMAX Executive Realty
arnasuti@charter.net

And if you or someone you
know is interested in joining
WSN, please contact Suzy
Ferrantino, Membership
Chair, at
membershipchair@wsinc.org

Membership Reminder

If you have not renewed your membership, your information is no longer active and visible on the WSN website directory. Please log on to the website (www.wsinc.org) and renew to take advantage of all networking, advertising, and promotional opportunities that our organization has to offer. This includes being eligible to pay the member price for monthly dinner meetings.

Resource Table

Just in case you missed someone during the networking.

Do you have fliers, brochures, and other promotional items? Put them on the Resource Table during WSN meetings. It's a great marketing opportunity, and it's free! *We do ask that you pick up any unclaimed materials when you leave.*



businesses in the Franklin, MA area. Amy-Sue focuses on flexibility and customized services for her clients. Bookkeeping services can be as extensive as the client wants or needs. Some businesses retain Hasselbaum Bookkeeping before they meet with their accountant for a quarterly or annual review. Many small business owners receive monthly bookkeeping services (postings to include accounts receivable, accounts payable, and banking transactions, plus reconciliations of bank, merchant, and credit card accounts). Some clients prefer to have Amy-Sue work onsite, so she travels to them at their convenience; other clients are happy having her pick up their financial records for off-site bookkeeping.

Amy-Sue loves the opportunity to work with small businesses in the area, as she feels that each company presents different challenges and learning experiences. For example: a business owner may need QuickBooks training so they can update their books on their own. Another client may require a professional bookkeeper to manage their books so they can focus on their core business. Amy-Sue thrives on the reconciliation aspect of her work, considering herself a "numbers geek" who has to ensure that everything balances and that all the numbers make sense.

With strong academics and experience, Amy-Sue has both a B.S. and a M.B.A. in Finance and has been working in finance and accounting for the past 15 years. She's also a certified QuickBooks ProAdvisor. Amy-Sue prides herself on high integrity, attention to detail, and confidentiality.

Hasselbaum Bookkeeping has grown exponentially due to referrals, primarily from WSN. On-site bookkeeping appointments are typically scheduled during the school day (9 a.m. to 3 p.m.). For more flexibility, arrangements can be made for off-site bookkeeping. To contact Amy-Sue at Hasselbaum Bookkeeping, please call (508) 667-8288, email amy-sue@hassbooks.com, or visit www.hassbooks.com.

Fun-Facts: Amy-Sue has a "part-time" working mom blog at ptworkingmom.wordpress.com where she writes about the celebrations and crises of her own such complicated life, the one in which she juggles her business and a household comprised of a husband, two kids, and three cats. In her "spare" time, Amy-Sue enjoys karate, tennis, and running.

(As reported by Monica Fernandes, WSN Chair.)

Display Tables Available

Interested in displaying your wares at a WSN meeting? One of the benefits of membership is that you may "set up shop" once each year during a regular meeting. In addition, display tables will be available during the Holiday Bazaar. Contact Debra Bloom (WSN Venues Chair) at displaytables@wsninc.org by September 27 to reserve a table for the October meeting and after that for November. Please note that table availability is on a first come, first serve basis.

A big thank you to the following members for their raffle donations for the September meeting:

Cheryl Reed of Silpada Designs Jewelry

Laurie Frizzell of Your Business Connector

Amy Buliung of Zenith Mortgage Advisors, Inc.

Beverly Stukas of Send Out Cards

Judy Alfred of Dean Bank

Mónica Fernandes of Evolution Reiki

Jennifer McMahon of Northeast Signature Properties

Martha Whyte of The Whyte Knight

Deborah Blum-Shore of The Shore Law Firm

Claudette Kokolski of Made to Order

Kim Sviontek of Mary Kay

Lori Doustou of Doustou Therapeutic Body Work

Linda Waters of Confidence Beads

WSN Board

Mónica Fernandes
Chair
chairperson@wsninc.org

Michelle Raymond
Past Chair
pastchairperson@wsninc.org

Stacey A. Pelton
Treasurer
treasurer@wsninc.org

Diane Scheinman
Secretary
secretary@wsninc.org

Suzy Ferrantino
Membership Chair

Social Media and WSN

Don't miss your chance for easy networking and promotion done right on your phone or computer. Get onboard WSN's social media sites. We're on LinkedIn (click on [WSN on LinkedIn](#) and [WSN on Facebook](#) and <https://twitter.com/#!/WSNMass>).

Member-to-Member Discounts

Please remember that the WSN has a Member-to-Member Discount program in place. This is a win-win for everyone involved - publicity for your business and a great price for would-be customers. Feel free to send your discount offers to newsletter@wsninc.org to have them included here. (Please keep your discount info brief and concise. And we do reserve the right to edit for newsletter space.)

Of course, WSN cannot be responsible for either the quality of services/products offered or the buyer's response. We're here to help you make those professional and personal connections.



Polo Party Social

A crowd of almost 40 WSN members, family members, and friends had a wonderful time at our second annual Polo Party Social, which was held at the Newport International Polo Grounds in Portsmouth, RI. For the second year in a row, it was an absolutely perfect day for a polo match.

The sky was blue, there was a wonderful breeze, and there wasn't a cloud in sight. We had plenty of time to enjoy some tailgating, socializing, and networking before the match. Everyone brought plenty of food and drink - from healthy entrees to decadent desserts!

It was great to get to know the many husbands and children who attended. One husband even commented that he's really enjoyed a few of our recent social events and asked me to "continue inviting the men." The kids, of course, had lots of fun together both before and after the match. They played Frisbee and baseball and even helped replace divots on the field at half-time.

All in all, it was a great day, and we look forward to enjoying this annual event next year with an even bigger crowd!

(As reported by Candace Sallale, WSN Fundraising and Social Coordinator.)

membershipchair@wsninc.org

Amy-Sue Hasselbaum
Operations Chair
operationschair@wsninc.org

Roxanne Richard
Co-Programs Chair
programchair@wsninc.org

Jennifer McMahon
Co-Programs Chair
programchair@wsninc.org

Debra Bloom
Venue Chair/Display Tables
venues@wsninc.org

Catherine Pisacane
Ambassador Coordinator
ambassador@wsninc.org

Laura Salamy
Newsletter Editor
newsletter@wsninc.org

Dionne Katinas
Newsletter Graphic Designer
newsletter@wsninc.org

Laurie Frizzell
Scholarship Coordinator
scholarship@wsninc.org

Sue Haley
Networking/Marketing
Coordinator
networking@wsninc.org

Cheryl Reed
Raffles Coordinator
raffles@wsninc.org

Candace Sallale
Fundraising/Social Coordinator
social@wsninc.org

Advisory Chairs:
Amy Buliung
Donna Goulart

Directions to Franklin Country Club

FROM BOSTON: Route 128 to Route 95 South to Route 495 North. Take Exit 16 (King St). Bear right at bottom of exit and proceed to 2nd set of lights (Route 140). Take a Right at this light. Club is 1.3 miles on the right hand side.

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

FROM WORCESTER: Route 495 South. Take Exit 16 (King St). Bear left at bottom of ramp. Proceed to 3rd set of lights (Route 140). Take a right at this light. Club is 1.3 miles on the right hand side.

ON ROUTE 140:
Club is on the Franklin-Wrentham Town Line

[Forward email](#)



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