

# SUCCESS CONNECTIONS

A publication of the Women's Success Network

January 2005

January 5th meeting

## Set your Vision for the New Year

WSN's February meeting will be Table Topics where members have an opportunity to share their specific business expertise. There may be a few spaces open for hosting a table. Contact Nancy Cantor or Christine Asmus (e-mails /phones on page 2).



Set your Vision for the New Year" will be the topic at the Women Success Network's January 5th meeting. Our speaker will be Carla J. Akalarian, a professional coach.

In order for women to create what we want in our lives, we have to be true to who we are. This requires clarity about our values – those qualities that are most important to us about how we live our lives professionally and personally. Once these are identified, a strategy and action steps can be developed to consistently honor our three most important values so we can achieve fulfillment in all areas of our lives. We become empowered when we identify the strategies that truly work for us and start implementing them in our daily lives.

Carla J. Akalarian graduated from Brown University with a degree in Economics. She was an executive

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Wednesday, January 5  
Networking: 6:00; Dinner: 6:30  
The Tavern from Tower Square  
Plainville  
Menu appears on page four

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recruiter for 9 years and later owned a recruiting business. Carla completed her training from the Coaches Training Institute (CTI) in San Rafael, CA. She has earned the certification designation, CPCC (Certified Professional Co-Active Coach).

She says: "The wide variety of life and business experiences that I have had allow me to understand and empathize and help you to see the light at the end of the tunnel. I see you for who you really are without judgment, celebrate your uniqueness and support you in creating the life that you really want."

### Upcoming meetings

February 2 - Florentina  
March 2 - Lafayette House  
April 6 - Glen Ellen Country Club  
May 4 - Sapphire Manor  
June 1 - Sapphire Manor

## Remember e-mail etiquette



What would we do without e-mail? About five WSN members might answer that with a smile (they don't have e-mail addresses). But the rest of us are well acquainted with the positives - and negatives - of receiving barrages of e-mail messages each day.

About once a month, the WSN board sends out a single meeting reminder notice. (A few months ago, you heard from the Board more often - but that was the launch of the new

program year.) Today the Board tries to keep its e-mails to members at a minimum.

The WSN policy is to not provide its members' e-mail list to any one person or outside business. However, any WSN member can pick up a directory and create their own e-mail list.

Since we are a networking group - logically some members might want to send out occasional messages to

*Continued on page three*



Women's Success Network  
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For on-line information about Women's Success Network, check our website:  
[www.wsninc.org](http://www.wsninc.org)

## From Your Chair

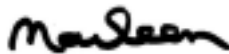
**A**s we begin to think about the New Year, it is a time to reflect on what we accomplished on both a professional and personal level in 2004. It is also a time to begin planning our goals and objectives for 2005. What are the necessary resources that we need to accomplish our objectives for 2005? Who are the people, family, friends, or business acquaintances that we turn to for advice and assistance? Who are we today and who do we want to become at this time next year?

As I think back on 2004, it has been a year of change for me professionally. After having spent 2 1/2 years working side-by-side with my husband in our business, I made the decision to take a position with a large consulting company in Boston. I realized that I missed the challenge of working for a large corporation. This is the environment that best suites my professional growth and excitement. What helped me make this adjustment was the support and advice of my husband and family. They helped me realize where I needed to take the next step. On a personal side, even though I travel to Boston every day, I find I have more quality time to spend with my family.

As I look into the crystal ball for 2005, I feel I am in an excellent position to continue growing professionally with my company. I look forward to identifying new areas where I can expand my knowledge. On a personal side, I look forward to the arrival of a second grandchild in May. I am hopeful that 2005 will bring me and my family an abundance of happiness, health and love.

I enjoyed seeing so many of you at our Holiday gathering at Rossi's and look forward to making this an annual WSN event.

In closing, let me thank the members of the WSN board for all of your hard work this year. I want to express the best wishes of my family to yours for a Happy and Healthy Holiday Season and look forward to seeing everyone in 2005.



Marleen Wolfe, Chair, WSN Board

## About Us!

• **Sharon Savage** of Cruise Inc. has completed four seminars and now holds the prestigious designation of Royal Caribbean

Certified Cruise Professional. She also holds the title of Cruise Specialist with Cruises Inc.

## From the editor

All contributions to our newsletter are welcome. Let us know of your personal and professional changes, calendar events, and general items of interest.

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## Meet Our Members

# Gail Leinen, Fabulous Cleaning

Gail Leinen started Fabulous Cleaning at a Fabulous Rate in 1993. She now has 250 clients and 17 women cleaning about 20 houses a day. After running her business out of her condo for 10 years, Gail just recently moved into a commercial building in Attleboro. In this interview, Gail discusses what is involved in having a cleaning business.

### **Did you clean houses on your own before you opened your own business?**

No, I was a restaurant manager at the Holiday Inn in Providence, working a lot of hours. I was newly divorced and had two young daughters and needed a job with flexible hours. I had a friend in construction real estate who suggested I start by cleaning her house and business. Because of the field she was in, word spread about my business and it took off from there. And once it was going forward, I knew it was something I wanted to continue with. Before long, more and more people wanted to work for me and more and more people enjoyed the service.

### **How does the business operate on a day-to-day basis?**

We work six days a week, doing commercial and residential properties. The women come in at 8:30-8:45 and get back to the office around 4:00-4:30, depending on the crew and the number of houses. There are two to three women working on one house, doing the usual dusting, vacuuming and cleaning bathrooms. There's also a supervisor who oversees all the work. She checks to make sure that all the work

was done the way it should have been. Meanwhile, I'm in the office coordinating the work, meeting new customers, picking up the supplies and staying in contact with the supervisors.

### **What kind of customers do you have? Were you hurt by the declining economy?**

I have customers in Rhode Island, Dedham, Walpole and as far north as Waltham. We're busy year round, except it does slow down a little during June and July when a lot of people are away.

Clients range from young

women who are at home with their children to the elderly. A lot of customers are either moving in or out of a house and need us to come in right away. I also have a lot of husbands who call us to help their wives who work and don't have time to clean.

I haven't been hurt by the poor economy at all. In fact, I've gained customers because of it. Both partners are working and don't have the time to clean. I've noticed that because they are working, they want to spend their free time with their families, and not spend it cleaning their house.

*Donna Sussman*

## **E-Mail Etiquette** *Continued from page one*

the group. However, members should have the option to not be included in any e-mail marketing efforts. The Board has no control over those who create their own e-mail list; however, it strongly urges a few e-mail etiquette guidelines.

- When you're sending a message to a group of people, enter their addresses in the "Bcc" line to protect everyone's privacy. You can enter your own address in the "To" line. Sending your message to contacts who do not know each other is not only unprofessional, but you are publishing someone else's e-mail address without their permission. This is a privacy issue!
- If you are sending the message to a large number of people (more than a dozen) perform a mail merge that results in one message per person. Microsoft Word 2000 and later is capable of this technique; it can save

your message from being mistaken for spam by filtering software that blocks messages with many addresses in the "Bcc" field.

- Include clear and simple unsubscribe information in all your e-mail materials. When there is an unsubscribe request, removal should be immediate.
- Stay educated about e-mail marketing and spam laws. Laws and definitions change. It's up to you to stay on top of new developments and ensure that your e-mail promotions are responsible, legal and ultimately profitable. A good place to start is at [www.spamlaws.com](http://www.spamlaws.com).

Remember your professional reputation and integrity. Every interaction with your customers builds upon their impression of your company; if you don't want to be called a spammer, follow the basic rules of e-mail etiquette.

## Membership Update

For more information about these new members, check out the membership listing on the WSN website: [www.wsninc.org](http://www.wsninc.org).

### Michelle Boornazian

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### Janice M. Nolan, EA

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### Marilyn Scallon

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Interested in joining WSN?  
There's an application on the  
website at [www.wsninc.org](http://www.wsninc.org)  
or contact Candace Sallale  
at [membership@wsninc.org](mailto:membership@wsninc.org)

January 5 Meeting  
The Tavern  
Rte One, Plainville, MA

Fresh Garden Salad

Fresh Hot Rolls & Butter

Choice Of:

- Baked stuffed shrimp  
Potato and Vegetable
- Citrus Grilled Chicken Breast  
Potato and Vegetable
- Pasta Primavera

Coffee or Tea

Ice Cream Mud Pie

## Raffle donations

Thanks to the following members who donated items to the October and November raffles. Raffle income supports our scholarship fund. Our raffle coordinator is Donna Goulart.

### October raffle donors

Bonnie Barnett, Barbara Cappadona, Carla Cataldo, Victoria Evans, Linda Finch, Joan Gagnon, Wendy Juergens, Chris Lowery, Tina Marie Mulkeen, Ginny Murray, Maureen Myer, Patty Nameishi, Maureen O'Connor, Teresa Rizzo, Susan Russo, Candace Sallale, Cathy Sutton, Deet Turnage, Martha Whyte, Donna Waugh

### November raffle donors

Bonnie Barnett, Carol Brown, Victoria Evans, Joan Gagnon, Beth Herosy, Wendy Juergens, Teresa Rizzo, Susan Russo, Roberta Sapphire



for her help and support in preparing the 2005 Connection. And Linda thanks **Candace Sallale** for "being there," her understanding and her sense of humor.

**Ellen Albanese** thanks attorney **Jennifer Taddeo** of Gilmore, Rees, Carlson & Cataldo for her assistance in creating an estate plan.

## Connectively Speaking

**Patty Nameishi** of Marketing Concepts Asia would like to thank **Olympia Caswell** of BK Creations and **Monica Fernandez** of Lisbon Style for their business in ordering Digital Memories DVDs. Patty would also like to thank **Marc Lipa** of ADT Securities and **Bonnie Barnett** of First Impressions for their mentoring and advice.

**Linda Hilliard** thanks **Jan Turner**