

SUCCESS CONNECTIONS

A publication of the Women's Success Network

March 2005

In another month, WSN will begin seeking applicants for the annual scholarship program. If you, or a woman you know, is considering pursuing educational opportunities, watch for the announcement regarding guidelines and application deadlines.

A warm welcome to Teresa Rizzo who has joined the WSN Board as co-chair of reservations.

Upcoming meetings
April 6 - Glen Ellen
Country Club
May 4 - Sapphire Manor
June 1 - Sapphire Manor



Women's Success Network

Women's Success Network
P.O. Box 372
Franklin, MA 02038-0372

For on-line information about Women's Success Network, check our website:
www.wsninc.org

March 2 meeting

Back to the Basics of Marketing

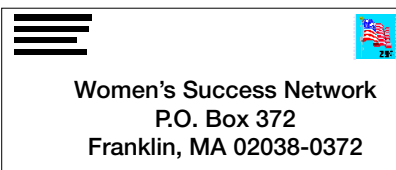
WSN's March 2 meeting will feature Dianne Thurber of Cardinal Marketing. Dianne will discuss "Back to the Basics of Marketing." Whether you are an entrepreneur, responsible for sales or marketing for a large company, or volunteer at a nonprofit, marketing is important to your success. Dianne will discuss "selling" product and service type businesses. Her 10 fundamentals will describe inexpensive ways to promote your company

Wednesday, March 2
Networking: 6:00; Dinner: 6:30
Lafayette House
Menu appears on page four

to your target market. Advertising is expensive, but marketing does not have to be. Attendees will also receive a "refresher" on networking, image building, and public relations. The meeting will be held at the Lafayette House in Foxboro.

WSN mail to go only to post office box

Effectively, all member correspondence must be sent only to WSN's post office box in Franklin.



In the past, there has been some member confusion about where to send what. Reservations have gone to one address, membership apps to another, Connection advertising checks to yet another. This has resulted in dinner reservations not coming in on time, and new members not being acknowledged until long after they have sent in their application.

Starting immediately, all membership apps, renewals, reservation forms, checks must be sent to the post office box.

A special note to our corporate members: Please notify your accounting departments about this change. Occasionally

corporate checks have been issued to old WSN addresses (apparently on file) resulting in members thinking they are registered for a dinner meeting, when, in fact, the Reservations chair has not received the forms (until after an event).

Of course, you may always choose to go to the website (www.wsninc.org). Going online is an easy way to become a new member, renew a membership, register for a dinner meeting and – pay for it all with PayPal.

From Your Chair

Spring can't be far away. I keep telling myself that as we had record snowfall and cold for the last week of January. But March does signify the official beginning of Spring. Let's just hope that the calendar is true and winter will finally leave our grips.

For a lot of us, Spring starts us thinking about gardens, putting winter coats away and maybe doing something new and exciting in our businesses, our professional careers or our personal lives. Have you thought about what Spring can do for you? Is there some member of WSN who can help you achieve your objectives? At our March meeting, listen carefully to the introductions from our members and guests. Skim through *The Connection* or our Member Directory on the Web site. Is there a member who offers a product or service that you can use in the Spring? One of the goals of WSN is to support our members. This would be a great opportunity to do that. Get products and services from experts in their fields and know that they may look to you in the future to help them.

I charge each member and guest to come up with a short and compelling 30-second introduction that will spark interest for the attendees at our March meeting. You never know where it will lead. See you on March 2nd.



Marleen Wolfe, Chair, WSN Board

Nominations and volunteer opportunities

Now is a good time to start thinking about stepping up to a leadership position in WSN. Elections will be coming up this spring for two Board positions.

In addition, the WSN Board is assembling a "WSN Volunteer list." Often an extra set of hands is needed for a WSN activity (e.g, setting up for a meeting, helping with a mailing, making a few phone calls).

If you would like to take a more active roll in WSN, contact Marleen Wolfe or any Board member and make yourself known to us. You'll not only be helping WSN, but you'll find yourself working with a pleasant and collegial group of women.

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.

Articles and suggestions may be sent to:
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Interview with Cyndi Rich, Emma's Quilt Cupboard

After working management consulting industry for 20 years, Cyndi Rich decided it was time to make a change and do something she loved – quilting. She opened Emma's Quilt Cupboard in downtown Franklin in September 2004. Today, she has over 600 customers. In this interview, Cyndi discusses what makes her store different from the competition.

What kind of research did you do before you opened your store?

I spoke to over 50 quilt store-owners and 200 quilters from around the country, in person or on the phone. I attended trade shows and developed an interview guide in which quilters told me what was really important to them and what they look for in stores. I also bought a 100-page survey from a national quilting magazine, which provided a lot of industry data – trends in the industry, what customers like. For example, the survey and the interviews showed that bright lighting in the store and a big

classroom were two of the most important aspects of a quilt shop to customers.

Once I decided to open the store, it became a family effort. My husband and one of my sons helped with the construction, another son built my Web site and my daughter [the store is named after her daughter] helped me put all of the fabric on the shelves.

What are some of the things you offer customers?

Of course, we have lots of fabric, notions, books, and patterns. In addition, we offer a Saturday Sampler Series, which is a 12-month appliqué block program, and the theme this year is Folk Art America. We also have classes – 13 in February, 20 in March, and 20 in April. Some of the classes include a Thimbleberries Club, which quilters use monthly blocks with a versatile fabric collection; a Crazy Quilting Club, which teaches quilters a variety of embroidery stitches; Quilters Anonymous for quilters who have been meaning to start or

finish a project; and Emma's Quilting Club enables quilters to sell their finished quilts. Finally, we offer a long-arm quilting service to help quilters turn their quilt tops into beautifully finished quilts, thus our motto – creating tomorrow's treasures today!

What else separates you from the competition?

To encourage quilters to improve their skills, the store highlights one of my favorite tools each month. Also, we have a featured book of the month and an eight-page quarterly newsletter that highlights the upcoming classes.

In addition, we will soon be offering custom-made quilts and custom embroidered quilt labels that can be attached to the back of each quilt.

Donna Sussman

Updates on this and that

- Paying for a meeting on line with **PayPal**? If PayPal doesn't send you a confirmation, your payment didn't go through.
- Please do not leave your **promotional materials** on the dinner tables at meetings. Leave brochures and fliers on the resource table.
- During meeting dinners - **network!** Pass your business cards and give everyone at the table a chance to introduce themselves and talk about their businesses.
- Did you know that **photos** from our meetings appear on the WSN website. Check out www.wsninc.org - you may see yourself!

Where we come from

Thanks to our webmaster and ACT! specialist, Jan Turner, for this information about where WSN members hail from (as of 01/05).

| | | |
|-------------------------|----------------------|--------------------|
| Ashland, MA (2) | Johnston, RI (1) | Norwood, MA (2) |
| Attleboro Falls, MA (1) | Lakeville, MA (1) | Plainville, MA (2) |
| Attleboro, MA (9) | Lincoln, RI (1) | Providence, RI (3) |
| Barrington, RI (1) | Mansfield, MA (4) | Quincy, MA (1) |
| Canton, MA (2) | Mashpee, MA (1) | Sharon, MA (2) |
| Cranston, RI (1) | Medfield, MA (1) | Stoughton, MA (2) |
| Dedham, MA (1) | Medway, MA (7) | Uxbridge, MA (1) |
| East Walpole, MA (1) | Millis, MA (2) | Walpole, MA (3) |
| Foxboro, MA (5) | N Attleboro, MA (7) | Waltham, MA (1) |
| Framingham, MA (1) | Needham, MA (1) | Worcester, MA (2) |
| Franklin, MA (32) | Norfolk, MA (1) | Wrentham, MA (5) |
| Holliston, MA (4) | North Easton, MA (1) | Total 115 |
| Hopkinton, MA (1) | Norton, MA (2) | |

Are sponsorships a good idea?

The WSN Board is considering establishing a sponsorship program - and is seeking the feedback of the membership.

Often members are involved in professional events or activities that not only would interest other members, but could help them to grow professionally.

In the past, the WSN newsletter has published announcements about women's seminars, workshops, conventions and so on. Now the Board is considering taking this a step further by setting up a small fund to financially support events planned by WSN members.

For example, if a member was planning a workshop on, say, Women's Entrepreneurship, WSN

would make a donation to support the development of this workshop. In exchange, WSN would expect acknowledgment in the promotional materials and possibly a discount for members attending the event.

There are several advantages to a sponsorship program.

- WSN will become known to a broader market of women. We will be seen as a professional organization with an admirable agenda of helping women to succeed. Obviously this would not only bring prestige to the organization, but it could expand our membership significantly.

- WSN members would reap the benefit of being able to attend high-level events at a discount.

- WSN members who are planning events, would receive needed support.

If the Board proceeds with this plan, the intention is to start small (amount still to be determined by the Board).

Obviously, any member or organization applying to the sponsorship program would have to adhere to a stringent set of guidelines and policies. The most important one being that the event has to be of value from a business perspective to the broad WSN membership.

The Board is currently looking for feedback. Please contact Marleen Wolfe at 508-528-1261 or marleenjwolfe@comcast.net with your comments and reactions.

Connectively Speaking



Carla C. Cataldo thanks Marti Bockhold for her recent QuickBooks advice!

March 2 Meeting
Lafayette House
Route 1 - Foxboro 508-542-5344

Fresh Garden Salad
Fresh Hot Rolls & Butter

Choice of:

- Grilled Salmon, Potato and Vegetable
- Chicken Lafayette, Potato and Vegetable
- Sautéed Vegetables over Pasta with Oil & Garlic

Coffee or Tea,
Chocolate Mousse Cake

Weather worries?
If it is a stormy day and dubious travel conditions, contact the restaurant (the phone number appears above and on the website) regarding whether the WSN meeting has been canceled.



Membership Update

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Interested in joining WSN?
There's an application on the website at www.wsninc.org or contact Candace Sallale at membership@wsninc.org

Raffle donations

Thanks to the following members who donated items to the February raffles. We brought in \$390 for our scholarship fund.

Bonnie Barnett (First Impressions); **Barbara Cappadonna** (The Healing Space); **Carla Cataldo** (JAFRA); **Monica Fernandes** (Lisbon Style); **Rose Fidel** (The Pantry); **Joan Gagnon** (Gagnon Investments); **Donna Goulart** (Palumbo Insurance); **Linda Klinka** (The Woman's Page); **Linda Martin-Dyer** (Strata Bank); **Stephanie Hay** (Tastefully Simple); **Ginny Murray** (Allegra Printing); **Joyce Parlapiano** (High Note Realty); **Cheryl Reed** (Silpada Designs); **Susan Russo** (Little Green Phonebook); **Collette Stukas** (Gateway Funding); **Deet Turnage** (Assist2Sell)