

SUCCESS CONNECTIONS

A publication of the Women's Success Network

October 2004

October is membership month at WSN. Your guest will be able to pay the member price for the meal (\$22). In addition, everyone who brings a guest will receive five free raffle tickets. And if your guest joins by October 31, you'll get a free dinner at a future WSN meeting!



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

October 6 meeting: Candace Sallale

Smart Women Finish Rich™

Do you want to start improving the quality of your financial life right away? Learn the steps at WSN's October 6 meeting as Candace Sallale, an Investment Representative with Edward Jones, presents Smart Women Finish Rich.™ In this fun and educational program designed specifically for women, Candace will arm you with the seven simple steps to help you in the pursuit of financial security and funding your dreams.

Prior to joining Edward Jones, Candace was Vice President and Senior Financial Consultant with the Private Clients Group of Citizens Financial Services, Inc. With over 25 years experience in financial services, Candace has gained an in-depth understanding of the financial

Wednesday, October 6
Networking: 6:00; Dinner: 6:30
Florentina Restorante - Franklin
Menu appears on page four

issues people face today. She specializes in advising her clients on investments, retirement planning, and estate planning issues.

You will learn how to:

- Put your money where your values are
- Figure out where you stand financially
- Discover how to save money using the power of the "latte factor"
- Build financial "baskets" for your retirement, your security and your dreams

A great advertising opportunity Update your Connection info

The Connection, WSN's annual directory of women in business, is not only a handy reference, but an outstanding marketing tool. In addition to free alphabetical and business listings, members are able to purchase display ad space to highlight their businesses and services.

Enclosed with this issue of the *Success Connection* is a preprinted form with your personalized information for *The Connection*. **Please return your form, whether you have changes or not. You may also make**

your Connection changes online at www.wsninc.org/update.htm

The reverse side of the form has information about advertising in *The Connection*.

Include your photo

You have the option of including a head and shoulders photo at no additional cost. The photo can be any size but your face should be no smaller than 1-inch tall. Please put

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From Your Chair

October is a time of change as we watch the leaves turn from green to reds and yellows. It also means a change for many members as they endeavor to build their business by taking on new services or products. It can be a time for members to start a new job. Maybe it's learning to do something you always thought of doing but never found the time to do. You may have thought of taking some time for yourself simply to feel good. It could be a day at a spa or having a massage or a manicure. Whatever you decide to do, think about what will help you accomplish your goals personally and professionally.

In keeping with this theme, October is membership month for WSN. It's an opportunity to help others make changes in their lives by inviting them to come to our next meeting and see what we offer to improve their lives professionally and personally. We have so many highly qualified members who are ready to provide support and knowledge to help other members make those sometimes very difficult decisions.

Please take some time and look at who might benefit from becoming a member of WSN. Invite those individuals to our next meeting and let them see first hand what we are all about. At our September meeting we had over 20 guests and it was not even membership month. I know we can accomplish even more in October. The sky is the limit.

I hope to see everyone at our next meeting along with your guests.

Regards,



Marleen Wolfe, Chair, WSN Board

Are you a WSN member who is involved in the health and wellness field? We're looking for volunteers to participate in a Health and Wellness Expo at a monthly WSN meeting. Contact Nancy Cantor at nancy@cantorconsulting.com.

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.

Send Connectively Speaking information to Jeanne Goodman at jeanne@desksideguru.com

Did you receive an e-mail reminder last month about the upcoming WSN meeting? If not, that means we don't have the correct email address for you. Please contact Linda Hilliard at lmhilliard@aol.com with your e-mail address as well as any other mailing changes or if you need a new name tag.

Send Website changes to Jan Turner at webmaster@scspro.com

Articles and suggestions may be sent to:

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LMHilliard@aol.com
P.O. Box 2111
Framingham, MA 01701
(508) 879-5943

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Meet Our Members

Linda Hilliard, founder of Newsletters Plus in Framingham

Linda M. Hilliard has over 30 years experience in editing and designing newsletters. The mother of two daughters and the grandmother of two year-old grandsons, Linda launched Newsletters Plus in January 2000. In this interview, Linda discusses her love for writing and designing newsletters.

How did you get started?

After college, I started out as a news reporter for the *Christian Science Monitor*. I left after two years and went to work for New England Financial as editor of their company newspaper. By the time I left 30 years later, I was editing their biweekly newsletter and 14 quarterly newsletters. When the company laid off all the designers, I had to learn graphic design, which I loved.

When did you decide it was time to start your own business?

MetLife bought the company and I approached my boss and asked for early retirement. About two months after I left, the company called and asked me to come back as a consultant. This was a dream; what every business owner wants to hear. I still work for them. I do 12 NEF newsletters a quarter.

When I first started my business, I joined groups like WSN [Linda has been doing the newsletter for the past three years] and BNI. I had created a marketing plan A and plan B. I've never had to go to plan B. In fact, I never advertise my business. Everything is referrals to me now.

How would you describe a typical workday?

I work out of my house. I might be working with 14 different

clients at once, all through e-mail. I sometimes put in a 12-hour day and work weekends, too.

When I'm really busy like that, I'm smiling. I'll have my hand on the computer mouse and my tabby cat will have his paw on my hand. I have never been happier than since I started my own business. I simply adore this kind of work.

What are you working on now?

Seven years ago, I lost 140 pounds. Weight's always been a struggle for me. I've written a diet book. It has nothing to do with food or diet plans. It had more to do with women's issues surrounding food, especially self-esteem. I'm looking for a publisher now, but I'm thinking of self-publishing it.

Donna Sussman

Connectively Speaking and About Us!

- **Carla C. Cataldo** thank **Joan Gagnon** for numerous referrals for both of her businesses, Jafra Skin Care & Proposals, Etc.
- Congratulations to our two new grandmothers: **Roxanne O'Connell** and **Jan Turner**.
- Congratulations to **Jo Frongillo**, owner of The Little White House Dressmakers. Jo is celebrating 20 years of business at 305 Union Street adjacent to the Franklin Mill Store. Jo and her partner Mary Williams are adept at alterations of both men's and women's clothing and provide services from simple repairs to dressmaking from patterns.

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your name and address on the reverse side.

Special prizes

There will be two drawings:

- All information forms returned by the October 31 deadline will be placed in a drawing to receive a \$25 Staples gift certificate.
- One lucky advertiser will also receive a \$50 American Express gift certificate.

Buy a Display Ad

A display ad in the Connection is a great way to promote your business! There are several sizes and price ranges (from \$50 to \$125). See the reverse side of the enclosed form.

What you need to do

By October 31, review your information form and send it – along with any changes – and your photo (optional) to:

Linda Hilliard
P.O. Box 2111
Framingham, MA 01701
lmhilliard@aol.com
508-879-5943

Remember: return the form whether you have changes or not so you can be included in our drawing!

For membership information:
Candace Sallale
Edward Jones
3 North Main Street, Suite 304
Attleboro, MA 02703
508-222-7105

Membership Update

New members:

Cathy Sutton
Happy Tails Doggie Daycare, Inc.
31 Hayward Street
Franklin, MA 02038
(508) 541-8587
(508) 541-8603
cathy@happytailsddc.com
happytailsddc.com

Pat Daddario
E. Patricia Dolloff
Rhonda Kale
Chris Lowey
Christine L. Perkins

Cyndi Rich (*New business*)
Emma's Quilt Cupboard
12 Main Street
Franklin, MA 02038
508-520-0234

Renewals

Ellen Albanese
Karen Calvert
Barbara Cappadona
Carla Cataldo
Catarina Colson
Jane F. Curran

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

Florentina Ristorante
348 East Central Street, Rte. 140
Franklin, MA 02038
(508) 528-1186

Fresh Garden Salad
Fresh Hot Rolls & Butter

Choice of:

- Grilled Salmon, Potato and Vegetable
- Roasted Red Pepper & Proscutto Stuffed Chicken with Garlic Mashed Potato and Vegetable
- Vegetable Lasagna

Coffee or Tea
Apple Pie a la Mode

Taking full advantage of your WSN membership

- Bring lots of business cards to the WSN meetings.
- Take advantage of the monthly Resource Table to display your literature.
- You have 30 seconds to introduce yourself during the self-introductions.
- Interested in having a display table, contact Betty Kushner.
- If you need a product or service, check out the WSN membership roster first.
- There are numerous opportunities to network at WSN.
 - During the reception period (don't sit down - talk to people)
 - At your table during dinner
 - After dinner
 - Arrange to meet with fellow members outside of the meeting.

Note: The WSN has a new website – www.wsninc.org. Be sure and check it out!

Please verify your directory information. Click on Member Directory and select Member Name, Company Name or Business Category to look up your contact information. If there are corrections, click on Update Information.

Refer questions or comments about the site to Jan Turner at webmaster@scspro.com

WSN Meeting Schedule and Locations

November 3 - Lafayette House (Foxboro)
December 1 (Holiday Social) - Rossi's (Millis)
January 5 - The Tavern from Tower Square (Plainville)
February 2 - Florentina (Franklin)
March 2 - Lafayette House (Foxboro)
April 6 - Glen Ellen Country Club (Millis)
May 4 - Sapphire Manor (Sharon)
June 1 - Sapphire Manor (Sharon)

Raffle donations

Thanks to our generous September raffle donors, we brought in more than \$333 (a record!). When you make a donation to the raffle, please attach your name and your business name to the item. If you don't have merchandise to donate, consider a gift certificate. Our raffle coordinator is Donna Goulart. Moneys from the raffle are used to support the WSN Scholarship program. Recipients are presented with scholarships at the June meeting.

Sept. donors

Ben Franklin Savings Bank; Barbara Cappadona (The Healing Space); Carla Cataldo (Jafra); Joan Gagnon (Gagnon Investment Advisory); Claudette Kokolski (Made to Order); Betty Kushner (Panache Creations); Chris Lowey (Discovery Toys); Maureen O'Connor (Weekenders Clothing); Vilma Pascucci; Christine Perkins (Attorney); Susan Russo (Little Green Phone Book); Roberta Sapphire (Sapphire Manor); Donna Waugh (Mary Kay); Martha Whyte (Whyte Knight)