



Celebrating our
20th year

SUCCESS CONNECTIONS



A publication of the Women's Success Network

November 2005

The Nov. 2 menu appears on page four. Don't miss the Holiday Party announcement on page three!

20th Anniversary Event!

Susan Rooks - Colons and Commas and Dashes, Oh My!

In this highly competitive business climate, it is important to make a good first impression. Susan Rooks, the Grammar Goddess, helps business professionals look and sound as smart as they are through interactive lessons and quizzes. Join her for a fun-filled presentation and finally learn how to use affect and effect, how to punctuate when using quotation marks, and how to use pronouns such as I, me, and myself correctly. Bring your questions, and plan to laugh and

learn! With 25 years' experience in administration and management in the private sector, and nine years as an international speaker and seminar leader, Susan Rooks is uniquely positioned to help people master the communication skills they need to succeed.

Our 20th year!

Our November 2 meeting will be extra special as we celebrate WSN's 20th anniversary. We'll reminisce, and have some cake!

To confirm your membership information for The Connection, please go to www.wsninc.org/name.htm

Hurry and get your data and ads in!

The Connection deadline: October 31

The deadline is fast approaching for the 2006 edition of *The Connection*, WSN's membership directory. Ads and data confirmations must be received by Monday, October 31.

WSN's roster provides members with free alphabetical and business listings as well as the opportunity to purchase display ad space.

need to make changes, select "Update information." If you have no changes, select "Information is correct."

Advertising Options

Full page (4.5" x 8") \$125

Medium (4.5" x 4") \$75

Small (4.5" x 2") \$50

All ads must include a check made out to the Women's Success Network. If you submit electronically,



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

Data confirmation

To confirm your membership information, please go to www.wsninc.org/name.htm and verify your contact information, including your business description. Also confirm your business categories (primary and secondary). If you

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From Your Chair

Happy fall! Isn't this a great time of year?! The kids are back in school (yeah!) and we're moving from the lazy days of summer to the challenges and excitement of getting back to business.

The Women's Success Network is here to help you grow and thrive. Every month, our meetings offer an opportunity for you to connect with a dynamic group of successful women and hear speakers who educate, enrich, and enlighten us as women.

If you were at our September meeting (and 100 of you were), we launched our program year with the exceptional 8-Minute Networking program. Due to the overwhelmingly positive feedback we received on this program, we will now be holding it as an annual event. In October we heard from Communications Consultant Ann Conway, whose "Developing Your 30 Second Elevator Pitch" program gave us some great pointers on how to best present ourselves professionally. On November 2nd, our very own Susan Rooks, the Grammar Goddess, will be our speaker. Susan is an entertaining speaker - I'm sure you're going to love her presentation, and I'm hoping that we all take away some tips to help improve our business and personal communications.

At our November meeting, we'll also be celebrating WSN's 20th anniversary. We're going to have some special guests to remind us of WSN's history and to help us look to the future.

We get to meet twice in November, because on November 30th, we'll have the second annual WSN Holiday Social at Rossi's in Millis, MA. In addition to fun and networking (and good food), this event will feature a Holiday Market, where our members can display their merchandise for holiday sales. See the box on page 3 and watch for a reservations flier in early November.

Last June, WSN offered a special social event - a bus trip to Foxwoods Casino. More than 30 members and guests got on board for this trip and had a really fun time. The WSN leadership is considering some other outings - including a possible trip to New York City during the holidays - and a trip to Newport for spa treatments during the winter. Stay tuned for more information on these events. We welcome your suggestions for special activities, and remember, no idea is too "off the wall" for consideration! (OK, it has to be legal and ethical, but otherwise, let's hear it!)

A quick reminder about advertising in the Connection, WSN's member directory. This is an excellent way to promote your business. It's inexpensive - where else can you get a full page ad for only \$125? Also, if you haven't updated your contact information for the directory you have until October 31. Updates can be done on our website, www.wsninc.org/name.htm. See article on page one for more information.

I look forward to seeing you all twice in November!

Candace Sallale
WSN Chair

Board of Directors Contact Information

Chair: Candace Sallale
508-222-7105
chairperson@wsninc.org

Secretary: Liz Scully
617-277-7135
secretary@wsninc.org

Membership:
membership@wsninc.org

Programs:
Carla Cataldo
508-533-3519
Nancy Cantor
508-231-0791
programs@wsninc.org

Publicity: Sharon Savage
508-226-2638
publicity@wsninc.org

Reservations:
Jennifer Taddeo
508-520-2200
Colette Stukas
508-643-9289
reservations@wsninc.org

Scholarship: Donna Goulart
508-520-1755 x 212
scholarship@wsninc.org

Treasurer: Teresa Rizzo
508-543-6388
treasurer@wsninc.org

Advisors:
Nancy Parchesky
508-528-1224
advisor1@wsninc.org
Marleen Wolfe
508-528-1261
advisor2@wsninc.org

Ambassador: Michelle Raymond
508-541-3000
ambassadors@wsninc.org

Newsletter/Database:
Linda Hilliard
508-879-5943
newsletter@wsninc.org

Display Tables: Mary Chaffee
800-528-7000 ext: 305
displaytables@wsninc.org

Webmaster: Jan Turner
508-528-2876
webmaster@wsninc.org

Profile: Meet Judy Switzer of Switzer Bags

Tell us about your family:

I live in Franklin with my husband Michael who works in Information Systems at Staples. I have three children, Erica, 15, Haley, 12 and Kyle, 6 and Cody our 6-month-old yellow lab.

What about your business?

I spent 10 years as a programmer in Information Systems and decided to start my own business in 1993 so that I could spend more time with my children. Having sewn all my life, I decided to turn that passion into a career. I ran my own window treatment business for 10 years.

Last year, I decided to make myself a knitting bag. I couldn't find a bag on the market so I decided to take some classes in how to make bags and designed my own knitting bag. I gave one to my friend who is an avid knitter and she loved it.

I decided to make myself a handbag; I was always searching for my ringing cell phone, keys or a pen. I designed a nice looking bag with pockets on the inside so my personal belongings are at my fingertips. I found fabrics that would coordinate with different outfits so I could use one bag all the time. I had so many friends that wanted one of my bags that I

decided to try them out on the market. Last fall I sold 30 bags without any marketing! I knew I was onto something. Thus the birth of Switzer Bags!

What's been your biggest accomplishment in business?

In corporate America and in my window treatment business, my tasks were customer oriented. The customer would make a request and I would deliver. My bag business is different. Now, I am creating something on my own, with customer input, but ultimately I am the boss and direct where my business is going. I have always been a quiet worker and now I have to become an outgoing leader! This has been quite a growth experience for me personally and professionally.

What's been your philosophy?

Since so much of what we buy today is made overseas, I want to sell my bags while supporting local women. I currently have

two part-time women that help me make my bags. Over the next year, I will expand my workspace in my home and have other women who want to work mother's hours help me. My bags help to simplify a woman's life by keeping important things in the right place. As my company grows, I can also help to simplify some women's lives by offering a nice part-time job opportunity.

Tell us about you and WSN?

I have been a member of WSN since the mid 1990's and have always found the group to be very supportive. As a sole entrepreneur, it is nice to be able to connect with other women in a professional way on a monthly basis. I have used many of the member's services over the years and have gained some great clients and friends as well. I am sure I will find the support I need at WSN as my business evolves.

Nancy Cantor

Connection

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your ad space will be reserved once your check is received.

Send copy or electronic files (and payment) to Linda Hilliard at newsletter@wsninc.org. Or mail to P.O. Box 2111, Framingham, MA 01701. Refer questions to Linda at 508-879-5943.

Reservation form
coming in November

Holiday Party

Wednesday, November 30

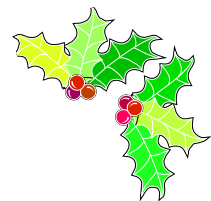
6:00 to 8:00 pm

Join us for WSN's annual holiday get-together
Including a Holiday Marketplace*

Cost: \$22.00 members • \$30 non members

Food stations and a cash bar

Rossi's Restaurant – Millis



*The Holiday Market will have up to 25 display tables for use by WSN members who have products or holiday-related services to sell. Examples include crafts, food/beverage, clothing, pocketbooks, jewelry, etc. Note: The restaurant will not allow any food or beverage taste samples at the tables. Contact Mary Chaffee to reserve a table at displaytables@wsninc.org

About Us

The Tri-Town Chamber of Commerce, United Regional Chamber of Commerce, Neponset Valley Chamber of Commerce and the Chamber of Commerce of the Attleboro Area are hosting a Strictly Business Expo on Thursday, October 27th from 3 p.m. to 7:30 p.m. at Christina's Function Facility, Foxboro, MA. This will be a great opportunity to network with the Expo exhibitors as well as attendees. Seminars will be held on various topics during this time. If you are interested in learning more about a booth and the event, contact your local Chamber of Commerce.

Welcome new members

Lisa Burlone
Gift Basket Peddler
27 Pine Acres Road
Foxboro, MA 02035
866-811-6122
lisab@giftbasketpeddler.com
www.giftbasketpeddler.com

Heidi Caron-Guay
Dragonfly Interiors
41 Ash Street
Rehoboth, MA 02769
508-252-4525
heidi@dragonflyinteriors.net

Andrea Longo
Fitness a la Carte
198 Dutcher Street
Hopedale, MA 01747
508-361-0969
info@fitnessalacarte.net
www.fitnessalacarte.net

Kathleen Ronzio
Licensed Aesthetician
Facial Rejuvenation
23 High Ridge Circle
Franklin, MA 02038
508 541-8158
facialrejuvenation@comcast.net
www.seriousaboutskin.com

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

A WSN Quiz - Just for fun. . .

What kind of WSN member are you? Which answer would you give to these questions?

1. You arrive at a WSN meeting at 6:00 and . . .

- A. meet as many people as you can in the half hour before dinner.
- B. sit down at a table alone and eat your dinner roll.

2. During the 30 second self introductions, you . . .

- A. concisely and quickly profile your business.
- B. take five minutes to introduce yourself, including your 10 year work history and the names of your goldfish.

3. During self introduction, you . . .

- A. listen quietly.
- B. tell an hilarious joke to your table mates.

4. You bring business cards . . .

- A. to every meeting.
- B. you always forget your business cards but cocktail napkins work just as well.

5. You see a visitor standing alone at a meeting, and . . .

- A. introduce yourself.
- B. ignore her and seek out a longtime friend.

6. After a meeting, you . . .

- A. call a few WSN members you've met and ask to have an appointment.
- B. send a self-promotional e-mail message to every WSN member, and don't use BCC, and don't include an unsubscribe option.

7. You enjoy the meeting but have a few suggestions and . . .

- A. fill out the meeting survey form.
- B. go home and complain to your spouse about the dessert portion being too small.

If all your answers are As - good for you! You are a model WSN member (and we'll be in touch with you about becoming a Board member next year). If all your answers were Bs, you have a great sense of humor and we'll be in touch with you about becoming a Board member next year! **Remember: you get out of WSN what you put into it!**

Raffle thanks

Thanks to the following members who donated to the October raffle. Tammy Costa, Organizer; Heidi Caron-Guay, Dragonfly Interiors; Colette Stukas, Universal Mortgage Corp.; Teresa Rizzo, Office Bees; Sharon Savage, Cruises, Inc.; Cheryl Reed, Silpada; Carla Cataldo, Proposals, Etc.; Vilma Pascucci.

Monthly Display Tables

Members interested in having a display table at a monthly meeting should contact Mary Chaffee. Members may display twice a year. If you are signed up for a table and cannot attend that meeting, contact Mary ASAP since there may be a waiting list. Only four display tables are allowed at each meeting. Mary can be reached at displaytables@wsninc.org

November 2 Meeting Lafayette House, Foxboro

Choice of:

- Chicken Lafayette, Potato and Vegetable
- Broiled Scallops, Potato and Vegetable
- Sauted Vegetables over Pasta with Marinara Sauce