

# Success Connection

A Publication of the Women's Success Network  
*Women Helping Women - Professionally and Personally*

November 2009

## Our 25th Anniversary Year

### Women's Success Network

P.O. Box 372  
 Franklin, MA 02038-0372

For online information about  
 the Women's Success Network,  
 go to our website:

[www.wsninc.org](http://www.wsninc.org)

### Wednesday, November 4th Meeting Details

Highland Country Club  
 104 Mechanic Street  
 Attleboro, MA 02703  
*Directions below*

#### Agenda:

6:00p Networking  
 6:45p Dinner

#### Menu:

Butternut squash soup

Individual chicken pot pies

Grilled Salmon with fresh  
 vegetables and rice

Mushroom ravioli with light  
 sauce and vegetables

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## November 4th meeting Breast Cancer Awareness

Breast Cancer Awareness -- as only the Women's Success Network can do it -- will be the topic at WSN's November 4th meeting. This is a meeting that you and your friends won't want to miss. Network while expanding your awareness of breast cancer detection and general medical knowledge. Also hear from speakers who built a business out of their own tragedies -- a great success story! The meeting will be held at the Highland Country Club, in Attleboro.

We have the distinct pleasure of having three speakers -- and a free life-saving gift -- for every woman who attends.

Our speakers will be:

- Renée L. Quarterman, MD, a surgeon and the medical director of the The Breast Cancer Center at Milford Regional Hospital. Dr. Quarterman is not only committed to the diagnosis and treatment of breast diseases, she also enjoys fully engaging her patients in their care, getting to know them individually and working alongside them to help them maintain their own breast health.

Rolls and butter

Dessert: Seasonal specialty  
Coffee or tea

## Mark Your Calendar

November 4

Pink Ribbon Meeting  
Breast Cancer  
Awareness

December 2

Holiday Social and  
Yankee Swap

## WSN Begins Logo Design Competition

After 25 years it is time that WSN got a fresh new look. We are looking for a new logo. Are you up for the challenge? Winner receives a FREE full-page ad in this year's Connection and bragging rights for the next 25 years!

The logo needs to include the WSN mission statement: Women Helping Women -- Professionally and Personally. Send all proposed logos in PDF format and contact information to Sue Haley at [shaley324@verizon.net](mailto:shaley324@verizon.net) by November 2nd.

The WSN Board's goal is to have the new logo in time for this year's Connection. Let the competition begin!

## Events and Activities?

- Ellie Miethe and Jean Miethe Goulet of True to You Medical Fittings are both breast cancer survivors. Their business provides breast prostheses, post surgical bras, and camisoles to women who have had breast surgery. They will discuss the importance of self breast exams and of being your own advocate. When Jean found a lump on her breast, purely by accident, she was diagnosed with breast cancer with two tumors (after having had seven mammograms that detected nothing).

### LivAids, a breast self-examination aid

In addition, WSN is working with Mary Habib, the regional manager for Curves of New England. Curves is helping WSN obtain 100 LivAids, a breast self-examination aid that assists women in performing exams correctly. This amazing tool -- a gel pack that picks up abnormalities as small as a grain of sand - is easy to use and can help women feel tiny lumps in their breasts.

### Special note:

***Wear something pink to the meeting to support cancer awareness.***

To register for this meeting, please go to [www.wsninc.org/reservation.html](http://www.wsninc.org/reservation.html). The registrations deadlines are October 23rd for mail-in reservations and October 27th (by 9:00 PM) for online reservations.

## . . . and coming up in December!

Join us for a night of networking and fun at WSN's Second Annual Holiday Social and Yankee Swap at 3 Restaurant in Franklin on Wednesday, December 2nd.

Special Holiday Display Table Offer: WSN members may reserve a display table at the Holiday Social (no charge, as always!). This is a great opportunity to promote your business and sell your products and services -- just in time for the holidays! Reserve your table today by contacting Chrissy Drier at [displaytables@wsninc.org](mailto:displaytables@wsninc.org) by November 28th. Hurry, space is limited!

## Pure Networking Event planned for October 21st

Do you have an upcoming event or charitable activity that you would like your WSN friends to know about. Send an announcement to the newsletter or put it on our Facebook page.

WSN, of course, has the right due to space issues to edit and/or not publish.

For example, WSN member **Laurie Frizzell** is working with **Project Smile**, a federally tax-exempt, non-profit organization which donates stuffed animals, coloring books/crayons, small toys and children's reading books to police and fire departments for police officers, fire fighters and paramedics to give to children involved in traumatic situations. For more information, contact Laurie at [connecttocustomers@gmail.com](mailto:connecttocustomers@gmail.com)

Laurie is also collecting children's coats, hats, gloves and boots (infant to teenagers). Donations may be brought to the November WSN meeting. Contact Laurie at the email above for more information.

## WSN on Facebook

One of the benefits of membership is participation in the Facebook WSN group. If you are interested in joining the group contact Jennifer Taddeo at [jdt@dcdclaw.com](mailto:jdt@dcdclaw.com). This is the place that you post

The Women's Success Network launched its first session of Pure Networking at Café Dolce in Franklin on September 16. The evening gathered more than 30 business women from various industries, including non-WSN members.

The next Pure Networking event will take place on Wednesday, October 21st at Rum Runner Wine and Spirit in Mansfield, MA, from 5:30 to 7:30 pm, and is open to all business women and entrepreneurs.

To sign up, either respond to the evite or contact Mónica Fernandes at [monica@lisbonstyle.com](mailto:monica@lisbonstyle.com)

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## Deadline is October 31st Advertise in the Connection!

Work is beginning on this year's edition of The Connection, a handy, desktop directory of all the business owners and entrepreneurs you see each month at WSN meetings.

Whatever information is posted on the WSN website will be used for your standard free, listing in The Connection. Changes will be accepted through October 31, 2009.

Additional advertising opportunities are available in The Connection, and are a great way to emphasize your business throughout the year.

### What additional types of display ads may I purchase?

Additional display ads are a great way to emphasize your business in The Connection. Current display ad sizes and costs include:

**Full Page \$125 - Half Page \$ 80 - Business Card \$ 50**

### Can I have a photo, or other graphic as part of my ad?

Absolutely! In fact, it is encouraged that ads have something memorable about them to maximize their effectiveness. If you wish to use your photo, include a headshot with your ad submission. The photo can be any size, but your face should be no smaller than 1-inch tall.

### What if I do not have an electronic version of my photo or ad?

Scanned in business cards and photos do not present with the same level of quality as high resolution photos and ads.

events and questions for other members to discuss. We are also looking into starting a Linked-In group. If anyone is interested please let Michelle Raymond know.

### Shhhhh - please be quiet

Please don't chat and network during the 10-second introductions during the monthly meeting. And speaking of 10 seconds -please honor that time allotment and don't run over so that we have plenty of time to network.

### Networking for Success

Remember to GIVE first rather than ASK first. Help others so they will look forward to helping you back!

### Display Tables at Monthly Meetings

Would you like to have a display table at an upcoming meeting? E-mail Chrissy Drier at: [displaytables@wsninc.org](mailto:displaytables@wsninc.org)

### Resource Table

In addition to Display Tables at meetings (see above), there is a Resource Table at every monthly meeting. Members are

It is strongly encouraged that everyone submit their ad via email if possible. Though we will accept hard copy submissions, electronic is preferred! If you do not have an electronic version of your photo, please notify Julie Winston that you will be mailing a hard copy to the WSN PO Box. Be sure to include your name and address on the back of the photo.

### How do I submit my ad?

Send all electronic files to Julie Winston at [OperationsChair@wsninc.org](mailto:OperationsChair@wsninc.org). If you submit your ad through other sources (a friend, someone you submitted to in the past, etc), this may cause confusion and delay in the creation of the Connection. Your cooperation is appreciated!

Checks should be sent to the WSN post office box at PO Box 372, Franklin, MA 02038-0372. A PayPal payment option will also be added to the website shortly.

For those who need help designing an ad, there is assistance available at the rate of \$35 an hour. Contact Julie Winston.

## Outside advertisers will be included in Connection

WSN is looking to expand the Connection, allowing outside business to purchase advertisements.

**For WSN members, advertisement rates are:  
Full Page \$125, Half Page \$80 and Business Card \$50.**

**For non-members of WSN, advertisement prices will be:  
Page \$250, Half Page \$160 and Business Card \$100.**

If you know anyone that might be interested in advertising in The Connection, let them know to submit their ad no later than October 31st to [operationschair@wsninc.org](mailto:operationschair@wsninc.org)!

## Pay your dues by October 31st to be included in

encouraged to bring their business brochures, fliers and other promotional materials and leave them for others to take. Note: Please remove your materials after the meeting or they will be tossed out.

### Thanks to the October Raffle Donors

Thanks to the following members who donated to our raffle. We received \$260.

Debra Bloom, Inner Light Bodyworks; Mary Habib, Curves; Debra Hynes, Speakeasy Walls; Helen Kinney, Back to Business; Barbara Manuelpillai, Mary Kay; Michelle Raymond, Attorney; Cheryl Reed, Silpada Designs; Roxanne Richard, Attorney; Bev Rollins, BlueCallaLily; Cathy Sutton, Happy Tails Doggy Day Care; Kim Sviontek, Mary Kay; Deet Turnage, Assist2Sell

### WSN Board

**Michelle Raymond**  
Chair  
508-541-3000  
[Chairperson@wsninc.org](mailto:Chairperson@wsninc.org)

**Candace Sallale**  
Acting Vice Chair  
[ViceChairperson@wsninc.org](mailto:ViceChairperson@wsninc.org)

**Roxanne Richard**  
Past Chair  
[PastChairperson@wsninc.org](mailto:PastChairperson@wsninc.org)

## The Connection

October 31st is the deadline for The Connection, WSN's roster of members. Your dues must be paid by that date to be included in the annual roster. If you haven't renewed, you will be charged the guest rate of \$35 for meetings instead of the member rate of \$25.

Please remit payment by credit card using the website by going to [www.wsninc.org](http://www.wsninc.org).

## From the Chair



A special thanks goes out to Jan Turner for once again pulling off a fantastic event -- Speed Networking. Seeing it from the front of the room, I have an even larger respect for the skill that goes into putting it together. It was great to see the level of energy that was happening throughout the entire evening. We had a lot of new faces and new businesses. Did you know that we had almost 80 attendees? We definitely have an exciting year ahead of us.

Please take the time to look over the events for the upcoming months as the WSN Board is working hard to give you unique, informative and fun events. One side effect of our group's growth in attendance is that reservations will be first come - first guaranteed seats. So make sure that you sign up early and get those guests to sign up early as well. With some of our locations, we will have maximum seating, so you don't want to miss an opportunity because you sign up late. This month is a short month for reservations so don't miss out!!!

Please join me in congratulating Candace Sallale and Lisa Zwicker for having special birthdays and taking some amazing trips to celebrate. Welcome back ladies.

Thank you to the WSN Board and all the members who helped make Speed Networking such a success. The hard work was very much appreciated.

Best regards,

Linda Hilliard  
Secretary  
[Secretary@wsninc.org](mailto:Secretary@wsninc.org)

Amy Buliung  
Events Chair  
[EventsChair@wsninc.org](mailto:EventsChair@wsninc.org)

Bev Rollins  
Venue Chair  
[VenueChair@wsninc.org](mailto:VenueChair@wsninc.org)

Suzy Ferrantino  
Membership Chair  
[MembershipChair@wsninc.org](mailto:MembershipChair@wsninc.org)

Stacey A. Pelton  
Treasurer  
[Treasurer@wsninc.org](mailto:Treasurer@wsninc.org)

Julie Winston  
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[OperationsChair@wsninc.org](mailto:OperationsChair@wsninc.org)

Karyn Bilezerian  
Assistant Operations Chair  
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Advisory Chairs  
Donna Goulart  
Nancy Parchesky

Adjunct Postions  
Judith Alfred  
Ambassador Coordinator  
[Ambassador@wsninc.org](mailto:Ambassador@wsninc.org)

Renee Vachon Danho  
Scholarship Coordinator  
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Mónica Fernandes  
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Sue Haley  
Marketing Coordinator  
[Marketing@wsninc.org](mailto:Marketing@wsninc.org)

Cheryl Reed  
Raffles Coordinator

Michelle Raymond  
Chair, Womens' Success Network 2009-2010

## Be a part of the Member-to-Member Discount Program

The Women's Success Network has launched a program to help members promote their businesses and to find needed services and products at a discount: the Member-to-Member Discount Program.

- Do you have a business or service that would allow you to offer a discount to a fellow member?
- Are you in the market for a particular service?

Check out the monthly newsletter and the discount flier at each monthly meeting. Watch for a compilation of all discounts by the first of the year.

Note: There is no cost to members to be included in the Member-to-Member Discount program. Using this new program may even save you some money!

Send your discount offers to [newsletters@wsninc.org](mailto:newsletters@wsninc.org). Note: Please keep your discount information concise and brief. We reserve the right to edit to fit the space.

Of course, WSN cannot be responsible for the quality of services/products nor the buyer's response. Our goal is to simply connect members so that we can continue to help women succeed both professionally and personally.

### Member-to-member discounts:

Here are the listings for this month. Once we have enough listings, we will have a compilation available at the monthly meetings.

• **Prospect Mortgage and Suzy Ferrantino** are offering WSN members \$250 off closing costs. This will make a purchase or refinance with Suzy \$250 cheaper!  
[Susanne.ferrantino@prospectmtg.com](mailto:Susanne.ferrantino@prospectmtg.com) or 508-562-1332.

• **Newsletters Plus (Linda Hilliard)** is offering \$100 off on a one page/two side newsletter (excluding printing). You can have a terrific newsletter with original copy and design, for only \$150 (normally \$125 a side for a total of \$250.). One time only. [Linda@hilliardcommunications.com](mailto:Linda@hilliardcommunications.com) or

[Raffles@wsninc.org](mailto:Raffles@wsninc.org)

Jane Cyr  
Social Chair

[Social@wsninc.org](mailto:Social@wsninc.org)

508-251-2593

· Bev Rollins is offering The Blue Calla Lily Housecall or "What Not To Throw Away." One hour free (a \$25 value). [bluecallalily@comcast.net](mailto:bluecallalily@comcast.net) or 508-761-5669

#### Directions to Highland Country Club

Route 95 North: Take Exit 3 (123 Attleboro). After the exit there is a Shell station immediately on your left. Take a left at the Shell station (this is Lathrop Road). Follow for 1.5 miles until you come to Berwick Road on your right. Take a right on Berwick and follow .5 miles. On the right is the entrance to Highland Country Club.

Route 95 South: Take Exit 3A (123 Attleboro). Go under 95 to Shell station immediately on your left. Take a left at the Shell station (this is Lathrop Road). Follow for 1.5 miles until you come to Berwick Road on your right. Take a right on Berwick and follow .5 miles. On the right is the entrance to Highland Country Club.

## Member Profile - Judie VanKooiman

*By Mónica Fernandes*

Judie VanKooiman, senior consultant for Simply Fun, loves what she does. Simply Fun is a direct sales company devoted to family activity through award-winning educational games for everyone, from ages 3 to 103. What is most special about Simply Fun is its goal to promote the importance of healthy interaction with face-to-face time for families and friends. Because you cannot find these games in stores, you can contact Judie for a Simply Fun party, whether you are a Mom or a Grandma, want a night in with your girlfriends or are having a couples' dinner party. Judie gets paid to laugh and bring fun into your life. She is proud of Simply Fun's quality products and hosting a party entitles you to a free shopping spree! Who doesn't love that?

What you might not know about Judie is how she started her Simply Fun business two years ago. Being laid off from a major law firm and losing her husband to terminal cancer around the same time taught her "there is a reason for everything." She has a passion for her job and Simply Fun gives her the tools to laugh and have fun. She has learned to "live each day to the fullest."

What Judie wants you to know is that Simply Fun is a one-stop shop for the upcoming holidays: you can save time, money and gas and shop for your loved ones without having to deal with the crowds. And while you shop, you are simply having fun! The best way to reach her is by calling her at 617-846-4791, email her at [JKVanK100@comcast.net](mailto:JKVanK100@comcast.net) or go to her website [www.judievankooiman.simplyfun.com](http://www.judievankooiman.simplyfun.com).

**Fun Facts:** Judie has two wonderful granddaughters and they laugh, laugh, laugh! She also volunteers at the Senior Center in Winthrop, where she also shares fun and laughter with Simply Fun games.

## New Business/Referral Cards Available

WSN now has business cards. These two-sided cards can be used to introduce WSN to potential new members. The front side has WSN contact information, including our website. The back side of the card has a place where a member can write her name before she hands it out. If a visitor brings the card to a WSN meeting and turns it in, the member and visitor will both receive a raffle ticket. The more members and guests that we have the more networking and exposure you have.

Cards will be available at monthly meetings. Take a few and keep them handy to pass out. The recipient will thank you!

## Welcome New Members

If you are interested in joining WSN, contact Suzy Ferrantino, Membership Chair  
[MembershipChair@wsninc.org](mailto:MembershipChair@wsninc.org).

### Heidi P. Benson

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