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“There for the Party” or Do We Mean Business?

I say BOTH!

At the WRNMontco October Luncheon, there was electricity in the air! Sparks were almost flying - so much energy! Was it just excitement to get back on a regular schedule after the summer – what was it? The excitement felt like the beginning of a long awaited party but...this is a group of businesswomen getting together for lunch – does that make it a business meeting? What do you think?

I believe, WRN networking luncheons are more than business meetings; WRN luncheons offer knowledge, resources, experience and relationships that nurture personal growth. I think that when guests enter WRNMontco luncheons they feel welcome; some guests say they attend other networking groups but have never felt such warmth or willingness of members to reach out and share.

Yes, WRNMontco has a unique environment that allows all attendees to be “There for the Party” and still mean business — wouldn't you agree?

Cher Frederick



Cher Frederick
President

The November Program

2nd Wednesday of the Month

Kitchen Chemotherapy: Eating for Cancer Prevention and Control with Susan Silberstein, PhD

Estimates of cancer death avoidable through dietary change run as high as 75%. Based on thousands of articles published in the scientific literature documenting the relationship between diet and cancer survival, this lecture highlights a dozen advantages of implementing nutrition in a traditional cancer treatment program; outlines foods that promote and suppress tumor growth; and explains the connection between cancer and biological terrain.

The meeting will be held **Wednesday, November 8th** at the Bay Pony Inn at Lederach on Route 113 in Lederach. We will start with registration and networking at 11:30 am; lunch will begin at noon. Cost is \$15 for members, \$20 for guests. Make your reservations early! Call Tracy McGovern at 215-858-8195, or send your email to connect@wrnmontco.com now. You can also register online at our website: www.wrnmontco.com! Deadline is November 5th.

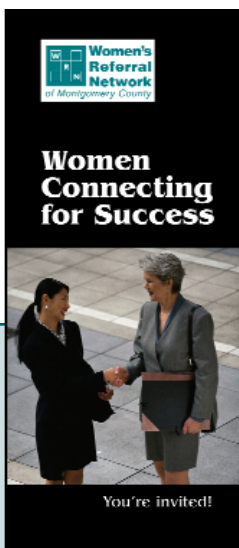
Join or renew your WRN membership in December and save \$10

Membership dues for 2007 are \$65

Pay dues at the December 2006 “Bring a Bra” Holiday Party
— pay only \$55!



We want to remind WRN Members that we have a beautiful brochure that allows potential members to request information about our organization. Please take a handful of brochures and several WRN directories out wherever and whenever you participate in vendor/exhibit events or wherever you do business. Thank you for helping get the word out about WRN!



Hold fast to dreams
For if dreams die
Life is a broken-winged bird
That cannot fly.
Hold fast to your dreams
For when dreams go
Life is a barren field
Frozen with snow.

~Langston Hughes

Scholarship Reminder

We are looking for candidates for our Scholarship. Check out details on our website: wrnmontco.com or phone Cher Frederick at 215-234-4544 or email connect@wrnmontco.com

2007 Luncheon Sponsorship Program

Take advantage of this way to promote YOUR business!

Beginning with our January 2007 luncheon, an individual or a corporation will be able to sponsor a monthly luncheon for \$200 (first come, first serve basis). The Sponsorship Program proceeds will go to furthering WRNMontco philanthropy efforts and to an increased marketing budget, which will be used to better promote WRNMontco. As a sponsor you or your corporation will be allowed:

- Display of your company banner in a notable location at the luncheon
- Ad in the newsletter (free of charge)
- Sponsor table – full size just for your materials/display
- Privilege of preparing and presenting a Speaker Basket filled with items specific to your business
- Display of your brochures/hand-outs on each luncheon table or on chairs
- 3-minute sponsor promotion of your business

If you are interested in being a luncheon sponsor, please contact Dawn Schlichter (610-223-3884) to reserve your month as soon as possible.

WRN AMBASSADOR

WRN is pleased to announce that Cheryl Messum, Minuteman Press, is our new WRN Ambassador. As a sub-committee of the Membership group, our Ambassador Cheryl welcomes first time visitors to our meeting and presents a membership packet to prospective members. Cheryl is also available to answer any questions visitors may have regarding WRN and introduce them to other members.

If you are interested in becoming an Ambassador for WRN, please contact Cheryl Messum or LaVerne Scheetz, VP of membership.

Member News and Recognition

Have you noticed our “thank you” board at the monthly luncheon? Members can publicly acknowledge their appreciation for all to see! Including:

“Thanks to **Marg Ford** (Silpada Designs) for trying my products.” **Cher Frederick**, Mary Kay Cosmetics.

“My sister and niece just LOVED the key holders from **Kim Players** (Kiss Me You Fool).” **Deb Cenci**, Cencible Marketing.

“**Marg Ford** (Silpada Designs) has the most beautiful silver!” **Dawn Schlichter**, Travel Network.

“Thanks to **Cher Frederick** for being such a patient and fabulous person.” **Deb Cenci**, Cencible Marketing.

Trish Isaak, Touch of Peace, would like to thank **Mary Rotondi** for the refreshing, rejuvenating work she provides as a certified Trager practitioner. “If you haven’t tried it yet, I highly recommend that you do!”

Remember to jot down your thank you’s on the board!



Why Need a Logo?

Although most entrepreneurs are too busy establishing their business to spend time on marketing, there is one essential step that must be taken before you do anything else. Your company needs a logo.

Once your company has a name, it needs an identity, and that's where your logo comes in. A logo serves the following vital purposes:

It helps people identify and remember your company.

It conveys professionalism.

It gives your business a personality.

It helps build trust.

In other words, a logo can save you time and money by giving you a head-start in marketing your business.

When designing a logo, or hiring a graphics professional to do so, it helps to keep the following guidelines in mind:

Your logo should be simple so it's easier to print and understand.

The colors should be solid and should contrast well.

The logo should be created digitally so it can be resized for use on anything from a business card to a billboard.

It should not be excessively large, small, wide or tall.

The most important thing to keep in mind is that your logo will become the centerpiece of your identity. Once your logo is finalized, you can then turn your attention to other pieces of the marketing puzzle, such as brochures, signs, your web site, and design standards for documents and other visual communications.

How to Make the Most of Your WRN Experience

- **Act as if you own the place.** Act like host of the party, as if it's your job to see that everything goes well for everyone who walks through our doors. "Lead from behind," making WRN both welcoming and productive for all.
- **Get out of your comfort zone.** Set a goal to talk with at least two new people each month. Introduce yourself to those who seem new, and then introduce them to others – even if you think they won't be of help to you personally. Remember, people buy from people they know, like and trust – so focus on building relationships, not on just getting a "quick sale."
- **Play musical chairs.** Sit at a different table each month, and save a seat or two for someone who's new to the group. Wave goodbye at the door to your buddies – sit separately from them, and you'll all have many more contacts by the end of the meeting. Remember, newcomers can "smell" cliquishness – and they get offended by it. Model inclusiveness.
- **Get involved.** Join a committee. Sponsor a meeting. Support projects (Job Bank, Take Our Daughters & Sons to Work, Habitat for Humanity–Women Build, clothing drives, etc.). Participate in partner chambers' networking events.
- **Share.** Display your literature and/or samples and business cards on the display tables. Then move away from the displays, so that others can have easy access to them. (Make sure your display takes up no more than 1 square foot of table space. A separate table is reserved for first-time guests' literature.)
- **Organize.** At your table, ask everyone to take turns sharing their 30-second "commercial," including what kinds of referrals they're seeking, before the program begins. Ask that all refrain from asking questions of any individual until everyone at the table has had a chance to speak.
- **Model respect.** Always speak positively about others in the group, inside and outside of meetings. If you have an issue with anyone, go directly to her so that you resolve it together. Focus on actions, not personalities.
- **Say "Atta Girl!"** Strive to do business with at least one WRN member each month – and then let others know, via our newsletter, how her services helped you. Also publicly thank those who use your services. Thank the board members. Thank the food servers. Thank the behind-the-scenes folks who invisibly add to your networking experience.
- **Help us grow.** Invite friends and associates (including girls and young women ages 12 and above) to attend our events. Particularly reach out to women who are underrepresented in our group, so we all can benefit.
- **Follow up.** Commit to meeting with at least two new WRNers each month, outside the lunch meeting. Then do business with as many as possible!

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Come out to support WRN

Friday, November 10th

The Salford Hills "Ladies Night Out" begins at 7pm and ends at 9:30 pm. at the Lower Salford Hills Elementary School. For more information, call Laura Edwards, 215-859-1631.

Wednesday, December 13th

WRN's annual "Bring A Bra Holiday Party" at the Bay Pony Inn, 11:30am to 1pm.

All Networking – fun and games. Collecting new bra and underwear donations for Laurel House.

WRN Connections is a monthly publication of the Women's Referral Network of Montgomery County. It is available as a PDF via email or on our website: www.wrnmontco.com

All articles, news, information, thank you's and advertising should be submitted by the Friday after the monthly luncheon meeting or via email to WRN@hartcen.com no later than the Friday after the luncheon.

Editor: Deborah Cenci,
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deb@cencible.com or
deb@hartcen.com

Associate Editor: Cheryl Messum
Minuteman Press in Eagleville
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(610) 539-6707

Newsletter Submissions

Please send Member News or Recognition to the editor by the Friday after the monthly meeting.

Articles submitted must have a general interest and are subject to editing if accepted for future publication.



**Women's
Referral
Network**

of Montgomery County

PO Box 388

Harleysville, PA 19438-0388

**Women Connecting
for Success**

The Women's Referral Network (WRN) of Montgomery County introduces you to fellow professional women in your community and serves to promote business opportunities among and for women. Network to make the connections you need to propel your business or career. Learn from others and share your success.

October's Speaker — The S B A



The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses. Through an extensive network of field offices and partnerships with public and private organizations,

Notable highlights from "A Demographic Review of Women's Business Ownership", Small Business Research Summary, August 2006, No. 280

- Women constituted more than 51 percent of the American population and nearly 47 percent of the labor force in 2004.
- In 2002, women owned 6.5 million or 28.2 percent of nonfarm U.S. firms. More than 14 percent of these women-owned firms were employers, with 7.1 million workers and \$173.7 billion in annual payroll.
- Women-owned firms accounted for 6.5 percent of total employment in U.S. firms in 2002 and 4.2 percent of total receipts.
- The largest shares of women-owned business receipts were in wholesale and retail trade and manufacturing in both 1997 and 2002.
- According to 2002 data, significant proportions of women-owned businesses were in professional, scientific, and technical services, and in health care and social assistance, but the share of receipts in these businesses was smaller than in the trades and manufacturing.
- Between 1997 and 2002, the numbers of women-owned firms overall increased by 19.8 percent and of women-owned employer firms, by 8.3 percent.
- Firms owned by women increased employment by 70,000; those owned by men lost 1 million employees; those owned jointly by men and women lost 2.6 million; and publicly held and other firms not identified by gender of ownership increased employment by 10.9 million between 1997 and 2002.

Great networkers listen

Great networkers are generally great listeners. They believe in having quality conversations not quantity. They don't try to talk to everyone in a crowded networking event. What's the point? The conversations will be shallow, brief and more than likely not memorable for either party.

Quality conversations, on the other hand, allow you to get to know a little more about the other person, build rapport and hopefully develop the foundation of trust. And trust, is the glue that keeps networking together. People today want to do business with people they know, like and trust. Without trust, business rarely happens.

