

2008**Programs/Schedule****November 12, 2008**

"Small Business Finance
and Recordkeeping"
Charlotte Emrich, MBA

December 10, 2008

"Bring a Bra"
Holiday Luncheon

2009**Programs/Schedule****January 14, 2009**

"Profit is not a Dirty Word"
Bill Hoke

February 11, 2009

"Women's Heart Health"
Cindy Messerle,
Carol for Heart

March 11, 2009

"Be Comfortable in Your
Own Skin Anytime, Anywhere"
Paula Gregorowicz,
The Paula G Company

April 8, 2009**May 13, 2009****June 10, 2009**

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 Program Recap
**"Hypnosis: Myths & Frequently Asked Questions"
Dolores Merrell, Advanced Hypnosis Services**


"If you can use your imagination and follow directions, you can be hypnotized," said Dolores Merrell during her talk at the October WRN luncheon.

Hypnosis is a state of physical and mental relaxation where you can achieve a focused state of mind. In this relaxed state you can create the improvements that you want.

The ability to enter a hypnotic state is a skill that is taught to you, not something that is done to you. Hypnosis is simply a state of focused relaxation. All hypnosis is self-hypnosis. The hypnoterapist serves as your facilitator to help you achieve your goals. The person is not asleep when under hypnosis, always has free will when under hypnosis, and has the ability to accept or reject suggestions while under hypnosis.

To alleviate some of the myths regarding hypnosis, Dolores described how someone can bypass the conscious mind to deliver suggestions to the subconscious mind to initiate change and how things done over and over become routine and new habits are created. In order to develop a new habit, there are two necessary ingredients - desire and consistency. Studies have shown that it takes 21 days to create a new habit.

Hypnotherapy is not meant to replace any medical or psychological treatment. However, it has been known to be an extremely effective complementary adjunct to mainstream medical and psychological treatment. Hypnosis can be used for: stress management, smoking cessation, weight management, natural childbirth, forensics, fears, preparing for surgery, pain management, and sports enhancement.

If you can change your mind, you can change your life!

Thank you to Laura Edwards and Tracy McGovern for organizing our Spooktacular Halloween Party on October 24th. Special thanks to Joy Klein who hosted the event at Country Creek Winery. Donna Archer was there taking photos of the scary, silly and impressive costumes. You can see a photo slideshow of the night on our website and individual pictures can be purchased on the site.

Best of all. . . We raised close to \$1000 for CAROL for Heart! CAROL for Heart is dedicated to educating women on how they can prevent heart disease. Visit www.carolforheart.org to find out more about the organization. Thanks to all the members who support this event through their attendance, door prize donations and sponsorships!



October Door Prizes



At our October luncheon, the following members donated and won the door prizes and 50/50 drawing:

Donation from **Rosemary Roynan**, *Gift Baskets from Heaven* (Gift Basket) Won by **Lisa Tori**, *JL Davis Insurance, Inc.*

Donation from **Cher Frederick**, *Mary Kay* (Gift Bag) Won by **Marsha Poust**, *Signs by Tomorrow*.

Donations from **Urban Zen** (One hour Massage) Won by **Sherri Gill**, *Patriot Benefits Group, Inc.*

50/50 Drawing Won by **Mary Beth Bette**, *MB's Fitness*.

Thanks to the members who donated the door prizes and Congratulations to the winners!

December Program

"Bring a Bra" Holiday Luncheon

Please join us for networking and a focus on the spirit of giving on December 10, 2008. We will be presenting our annual donation to Laurel House, the only emergency domestic violence shelter in Montgomery County. Don't forget to bring your donation!. Personal items are the most needed - Please bring new, unwrapped, personal items (larger sizes most needed) or gift cards (Target, Walgreens, Walmart, etc.).



A Positive Start

Energize your life by starting each day with gratitude. When you wake up, before you do anything else, stop and count your blessings. Then find something special about each day for which you can be thankful.

It's a great way to get each day started on a positive note, and it can make a major difference throughout the day. Actively practicing gratitude on a regular basis will keep you in touch with the very best of your possibilities. It will enable you to see opportunities and utilize resources which may otherwise have remained hidden or forgotten.

Maintaining an attitude of gratitude will keep you connected to the things of value in your life. So in a very real sense it will add value to each moment of the day.

There are many good things in your life. It makes sense to fully appreciate and enjoy them. When you do, those positive things will grow even stronger. **Begin each day by counting your many blessings. By so doing you'll attract many more.**

Other Member Events

Carol for Heart CPR Class

November 5th

6:30 pm - 10:30 pm

Warminster Fire Department
Madison Ave., Warminster
www.carolforheart.org

Country Creek Winery

November 8th

6 pm - 9 pm

Joe Miralles

WRN-Chester County

Wednesday, November 12, 2008
11am - 3pm

"Women-in-Business
Expo and Workshop"

The Inn at Chester Springs
Exton

www.wranchesco.com

WBO Idea Cafe

November 18, 2008

5pm - 7pm

Collegeville

www.wboideacafe.com

Collegeville Business Networking Group

Monday Mornings

8 am - 9 am

Collegeville Diner

610-489-681 or 610-308-8603

Quakertown Business Networking Group

Tuesday Mornings

7:30 am - 8:30 am

Karilton Cafe

215-858-8195

www.QBNG.org

Curtis Solutions

"Free Gift with Purchase"

December 3rd

10 am - 8 pm

Merle Norman Cosmetics
(and adjoining retailers)
Skipack, PA

Connelly Chiropractic Health Takes a Holiday Bazaar

December 6th

9:00 am - Noon

Lakeside Inn, Limerick

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

Editor: Cheryl Messum
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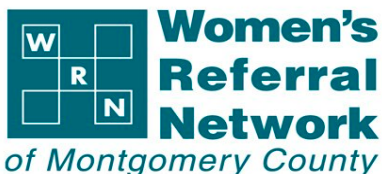
All articles, news, information, thank you's and advertising should be submitted no later than the Friday after the monthly luncheon meeting via phone or email (preferred) to Cheryl Messum, Minuteman Press. Articles submitted must have a general interest and are subject to editing if accepted for future publication.

ADVERTISING

Members can advertise in the monthly newsletter and on the website. Advertising forms are available at the luncheons. Both medias are a great source of advertising - advertisements reach all members and recent guests and help you reach a targeted market.

12-inch RULE

Member displays at the monthly luncheon are limited to 12 inches in width. This will allow more members to display in the space; as always, it is first come, first serve. Thank you for your cooperation.



PO Box 388
Harleysville, PA 19438-0388

**Women Connecting
For Success**

Member News and Recognition

"Thank you **Cher Frederick**, *Mary Kay Cosmetics* for my door prize of handcream and perfume. I'm anxious to try them." From **Marsha Poust**, *Signs by Tomorrow*.

"Thank you Maryann (**Maryann Modesti**, *Law Office of Maryann Q Modesti, PC*) for providing excellent service for a friend who had some issues with custody and child support." From **Sherri Gill**, *Patriot Benefits*.

"**Marsha Poust**, *Signs by Tomorrow* made me magnetic signs for my car. They reflect my business cards and have had quite a few positive comments on their appearance/quality. Priced surprisingly less than I thought!" From **Patricia Maslowski**, *Patricia's Draperies & Interiors*.

To **LaVerne Sheetz**, *Health Interior Solutions* from **Cher Frederick**, *Mary Kay Cosmetics* - "I love the bathroom air purifier. . . Thank you/ Thank you!"

"Thank you **Jean Curtis**, *Curtis Solutions Network, Inc.* for letting us be part of your store in Skippack with your new signs, including "The Gallery". We wish you well!" From **Marsha Poust**, *Signs by Tomorrow*.

"Lea (**Lea Tran**, *Distinctive Designs*) provided guidance and patience for me in deciding window treatments for my kitchen. My blinds are gorgeous and give my kitchen alcove a very relaxing yet elegant appearance. I love them!" From **Gini Evangelista**, *Balance 4 Life*.

"Thank you **Marg Ford**, *Silpada* for all of your Silpada Representatives sign orders. We appreciate your organization of this order and your referrals!" From **Marsha Poust**, *Signs by Tomorrow*.

"Cheryl (**Cheryl Messum**, *Minuteman Press*) printed the promotional pieces for our new marketing program and they were unbelievable. The quality and color caught everyone's eyes and the feedback from our clients has been phenomenal. Price was great too!" From **Crystal Morgan-Connelly**, *Connelly Chiropractic & Wellness*.

To **Cher Frederick**, *Mary Kay Cosmetics* from **Marg Ford**, *Silpada* - "Thank you, Cher for being a beautiful walking advertisement for our Silpada jewelry!"

To **Crystal Morgan-Connelly**, *Jockey Person to Person* from **Cher Frederick**, *Mary Kay Cosmetics* - "All the amazing preparatory work for our October Health Fair was above and beyond the call. Crystal is an intelligent businesswoman with creativity galore and unlimited ideas!"

"Thank you **LaVerne Sheetz**, *Healthy Interior Solutions* for the opportunity to continue to produce the WRN member name tags. We appreciate your business!" From **Marsha Poust**, *Signs by Tomorrow*.

"Thank you **Dr. Claire DeFazio**, *Windsor Hills Family Chiropractic Center* for having us print your 'Shopping List' pads for give-aways at your various Health Fairs and events. We are thankful for your business." From **Cheryl Messum**, *Minuteman Press*.

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Member Highlight



Polly Kalesh- *Express Data Systems*

Polly Kalesh is the Sales Director at Express Data Systems, which provides payroll processing services. The family owned company has been in business for 21 years, providing personal, accurate and responsive service to their clients. Express Data Systems' size allows for a responsive approach to customer needs.

Polly came to Express Data Systems with broad experience and a diverse set of skills. She taught elementary school, was a realtor and has incorporated her sales ability into a business servicing a wide variety of clients.

This WRN member grew up on the East Coast and moved to California for fifteen years where her children were born. For 10 of the years out west she lived in the Mohave Desert. What an experience it must have been seeing the early space shuttle landings and watching the Stealth Bomber "fly-bys."

Today Polly enjoys gardening, especially bonsai and is passionate about her children and grandson.

Polly's enthusiasm about her position and the quality of the company she works for is evident when she told me about their capabilities. Express Data Systems provides payroll options to large and small clients. They are willing to provide as much or as little help with the payroll function as the client needs. They offer 24 hour turn-around time with no start-up fees, set-up fees and personal attention.

These days Polly is looking forward to her daughter's wedding in the Adirondacks and spending time with her grandson.

A great referral for Polly would be anyone whose business has employees. You can find information about Express Data Systems at their website www.expressdatasys.com

Door Prizes

Each month we have two door prizes and a 50/50 drawing with proceeds used to support our Scholarship Program. Members are encouraged to sign up to donate product(s) or services(s) specific to their business. Please contact Peg Elliott of Century 21 Alliance (610-489-2100, ext. 220) to donate door prizes during 2008. Thank you for your continued support of our WRN Scholarship Program!



Bring your empty ink cartridges and old cell phones to the monthly luncheon. Recycling is good for WRN's Scholarship Fund as well as for our earth!

If you do not wish to receive a printed copy of the WRN newsletter, please go to the WRNMontco web site, in the News section and request to be taken off the mailing list.

Please recycle this newsletter by passing it along to another woman in business.

Welcome New Members!

Please join us in welcoming our new members:

Sue DePaul

DePaul Insurance
Harleysville, PA
215-256-1000

Renee Girifalco

CAbi
Phoenixville, PA
610-917-0026

Angela Klisch

Juice Plus
Schwenksville, PA
610-996-6371

Sylvia Landis, BS, MS, MEd, MRS

Richway International
Biomat Agency
Pottstown, PA
610-323-0331

Nicole Peck

Peck Associates
Green Lane, PA
267-228-4166

Membership

Don't forget to volunteer for a committee. We need help with the **Membership Committee** – Can you help with greeting or signing in people? Can you help with our raffle tickets? What about helping maintain the member database?

The **Program Committee** needs help with developing new ideas for programs at our monthly meetings, contacting speakers, planning and holding special events, writing thank you notes, and coordinating speaker gifts.

The **Communications Committee** needs help with writing, proofreading, producing newsletters, event flyers, and the annual directory.

The **Publicity Committee** needs help with producing monthly press releases and contacting newspapers, radio, and TV stations.

The **Outreach Committee** needs assistance in exploring ways to grow our membership and ways in which WRN can be a source of philanthropy in our communities.

The **Memories Committee** needs your help in developing write-ups and maintaining a Memory Book to share at meetings & outreach events.

Sign up to help a committee today!

Helping out helps you!

Member News and Recognition

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“**Cher Frederick**, *Mary Kay Cosmetics* does such a fantastic job keeping me informed of the new products Mary Kay has to offer! I get monthly newsletters with tips and tricks. Great Customer Services. Love her XOXO.” From **Crystal Morgan-Connelly**, *Jockey Person to Person*.

“Thank you **Laverne Sheetz**, *Healthy Interior Solutions* for your order to print your new residential brochures that were so beautifully created by **Laura Edwards**, *Infusion Marketing*.” From **Cheryl Messum**, *Minuteman Press*.

“Thanks to **Dr. Claire DeFazio**, *Windsor Hills Family Chiropractic Center* for your trad show banner table skirt. We hope that the event went well for your practice!” From **Marsha Poust**, *Signs by Tomorrow*.

“Thank you **Dolores Merrell**, *Advanced Hypnosis* for the prize of the “increasing your sales through hypnosis” cd. I’m anxious to faithfully try it and see what my results will be!” From **Marsha Poust**, *Signs by Tomorrow*.

“Thank you **Gini Evangelista**, *Balance 4 Life* for the opportunity to dress up your windows in your house. It was a pleasure to work with you. Enjoy the new look in your morning room!” **Lea Tran**, *Distinctive Designs*.

“Thank you **Regina Ewer and Lisa Dull**, *Empowered Zone* for the order to print your new postcards and ‘hang tags’. We appreciate your business!” **Cheryl Messum**, *Minuteman Press*.

Program Committee

The Program Committee is currently finalizing the 2009 program schedule. If you have suggestions for topics that would be of interest to you and other members, or know a great speaker who would be perfect for one of our meetings or special event, please contact Crystal Morgan-Connelly at 610-476-6676 or crystal@gotjockey.com.

Luncheon Sponsorship

SPECIAL!!
Limited Time

Luncheon Sponsorships available for \$100. Please complete the sponsorship form - available on the website - and contact Crystal Morgan-Connelly at 610-476-6676 or crystal@gotjockey.com. to secure your spot!

President's Message

(continued from page 1)

Next, dump out the pot, add butter and salt, and begin the process again. This is just like the sales process. Let's stop listening to all the gloom and doom. It doesn't do a thing for us and if we keep listening it could affect our performance. The gloom and doom could even cause us to do NOTHING or to begin "analysis to paralysis"! **Instead...let's get moving and start something in our business POP – just like POPCORN.**

We need to have more than one pot on the **SALES STOVE**. We need to be **plant lots of seeds** (make connections). We need to be giving it some time, shaking the pot a bit and making sure that nothing is burning! Whether we get results or not – we begin again! POPPITY POPPOPOP!

We can make LOTS of money during good times AND bad.

However, we need to know our clients. Think about last month's message – Find out what your clients want... know what is affecting them. Get creative, be flexible, and be proactive. Why? Because people and companies will **STILL BE SPENDING MONEY** - it is just that they are going to make sure that they are choosing **WELL**.

We can't just QUIT when the going gets tough. **Ain't No STOPPIN' - Let's keep on POPPIN'!!**

Cher

10 Blackberry Commandments

1. **THOU SHALT NOT** take the BlackBerry to any table with food on it or family around it. A BlackBerry is not a fruit, nor does it come from a tree.
2. **THOU SHALT NOT** use the BlackBerry as reading material in the event of insomnia. It will only worsen your situation.
3. **THOU SHALT NOT** BlackBerry in lieu of responding to a child's request (e.g., "Wait a second, I'm reading something").
4. **THOU SHALT NOT** place the BlackBerry within distance of hearing its incessant beeps while at home. It is not a bird.
5. **THOU SHALT NOT** check the BlackBerry as if it were your baby. It will not cry or stop breathing.
6. **THOU SHALT NOT** confuse number of e-mails with self-worth.
7. **THOU SHALT DO** everything possible to misplace your BlackBerry on weekends. "There's No Place Like Home" will never be the tagline for the BlackBerry company.
8. **THOU SHALT REMEMBER** that a BlackBerry is not a body appendage. It is a device that belongs in your briefcase or on your desk, not in social settings.
9. **THOU SHALT REFRAIN** from bringing the BlackBerry to events involving family interaction. Extraneous dialogue with this contraption in lieu of real conversation suggests addiction.
10. **THOU SHALT NEVER, EVER, EVER** bring the BlackBerry to bed. Do this and you are BlackBuried!

~Joey Reiman
jreiman@thinkbighthouse.com

Unsubscribe Option

It has been drawn to the attention of our WRN Executive Board that mass e-mailings are being sent to WRN members.

All mailings sent to WRN members by WRN members must contain an option to unsubscribe. If complaints continue and we have evidence that members continue sending unsolicited e-mails without an "opt out" statement, the offending member will be warned. If after receiving the first warning the e-mails persist - continued membership will be in jeopardy.

Please provide an "opt out" on all e-mails sent to WRN members - then respect the option by removing the name from your distribution list.

Thank you,
WRN Executive Board



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!



PO Box 388
Harleysville, PA 19438-0388
of Montgomery County

