

## WRN Executive Board

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## President's Message

Again, thanks to Tracy McGovern for sharing this website  
[www.businessandnetworking.co.uk/home.htm](http://www.businessandnetworking.co.uk/home.htm)

(Continued from our March 2009 newsletter)

What Female Networks Can Achieve Women who network with other women in business can help each other come a little closer to achieving parity. Together women can plan strategies for business, hear about jobs in other companies, be introduced to women working elsewhere, as well as make useful contacts for sales. If there's an old boys' network at the top of industry – and there most certainly is – then why not a girls' network, too? The networks can be regional, or sometimes possibly industry-specific, or even go across industries. In large companies, there might even be an internal network for women. But although they might prove helpful in terms of sales, that's far from being the reason of their existence.

The networks are there to offer a forum for women. They're places where they can discuss problems and aspirations without feeling constricted by a male presence. But even more than that, they give everyone a chance to participate and learn from the mistakes others have made – something you generally won't find among males.

Some women will belong to several different networks and get different things from each one. Some might be useful for career advancement in an industry or an area, for instance. Networks within a company can serve a very positive purpose

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Cher Frederick  
President

## The April Program

## 2nd Wednesday of the Month

### "Laughing for the Health of It"

April 8, 2009

**Irene Doniger, Irene Doniger & Associates, LLC**

Please join us at the luncheon on April 8th for an interactive and fun program on learning the skill of laughing for no reason. Learn the many physical, emotional, psychological and spiritual benefits of true mirthful laughter. Participate in easy to learn and remember activities for getting stress relief and pain relief by laughter. This program will teach you concrete, useable skills to bring joy to your journey and meaning to your life.

The Member Sponsor for the April Luncheon will be **Cheryl Messum, Minuteman Press in Eagleville.**

The meeting will be held **Wednesday, April 8<sup>th</sup>** at the **Hotel Fiesole** ([www.hotelfiesole.net](http://www.hotelfiesole.net)) 4046 Skippack Pike in Skippack. Registration and networking at 11:30 am; **the meeting will begin at 11:45**; \$20 for members, \$25 for guests. **Pre-registration deadline is Sunday April 4<sup>th</sup>.** If you have not been receiving a luncheon e-vite, please contact Tracy McGovern at [wrmontco@comcast.net](mailto:wrmontco@comcast.net) to be added to the invitation list.

2009

Programs/Schedule**April 8, 2009**

"Laughing for the Health of It"  
Irene Doniger

**April 23, 2009**

Annual Business/Health Fair  
Lakeside Inn

**May 13, 2009**

"Getting to the Goals"  
Valerie Shinbaum MS.LPC,MAC

**June 10, 2009**

"Summer Book Review"

**July 8, 2009**

"Creative Marketing"  
Laura Edwards,  
Infusion Marketing

**August, 2009**

No Meeting

**September 9, 2009**

"16th Annual Anniversary Party"

**October 14, 2009**

"Public Speaking"  
Sheryl Nierenberg, Adjunct  
Professor/Bus. Entrepreneur

**October 23, 2009**

2nd Annual Halloween  
Costume Party

**November 11, 2009**

"Financial Planning that  
makes Sense"  
Maria Shields,  
Ameriprise Financial

**December 9, 2009**

"Bring a Bra Holiday Luncheon"

**SPECIAL!!  
Limited Time**

Luncheon Sponsorships are 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](mailto:crystal@gotjockey.com). to secure your spot!

**March's Program Recap****"Be Comfortable in Your Own Skin Anytime, Anywhere"**

The February meeting was the first one held in our new location – The Hotel Fiesole in Skippack. The meeting was packed, and the reactions to the new digs were all positive. We're all looking forward to the next luncheon there!

As the WRN Montco members got comfortable in our new meeting locale, we also had the chance to learn from Speaker Paula Gregorowicz (The Paula G Company) "Be Comfortable in Your Own Skin Anytime, Anywhere."

Paula started her talk by providing some background on her, and the years that she spent in corporate America being extremely uncomfortable. It was only when she learned how to be true to herself and to what she really wanted from her life that she was able to feel at peace with herself and "turn fear into freedom."



Laura Edwards, Infusion Marketing, Luncheon Sponsor (L) and Paula G., The Paula G Company, Speaker

Paula revealed 3 Secrets for releasing our fear and being comfortable with who we are and what we do.

- **Know what you want.** Paula said that it is very important that we have "crystal clear clarity" when it comes to what we really want. When we lack clarity, we feel alone and we struggle and get stuck and look outside ourselves for someone to blame for why we don't get what we want. When we have clarity we create our own reality of what our life can be. We can be more responsive to ourselves and to others.
- **Get Grounded.** Clarity without foundation is a house of cards, Paula says. Once we are clear on what we want, we need to "cultivate unshakeable confidence" in who we are and what we want. Without grounding, we don't align what we're doing with who we are, Paula says, adding that this brings about frustration and fear. She recommends that people think of themselves as a company – You, Inc. We should ask ourselves what kind of CEO of You, Inc. are we being?
- **Release Fear, Expectation and Judgment.** "This secret is all about courage," Paula says. We need to determine what we really believe and have the courage to stand up for that belief. She says that we need to align ourselves with a higher purpose or power, whatever that might mean to each of us. Paula advises, "Take notice of what you really believe in, For each decision that you make, ask yourself 'does this support my higher purpose?'".

Ultimately we all need to realize that "you and only you are in charge of your life". But being in charge does not mean keeping such a "death grip" on control that we don't let ourselves truly be who we are. "Sometimes you need to get out of your own way, so you don't sabotage yourself".

At the end of her talk, Paula offered WRN members the opportunity to sign up for a complimentary Get Acquainted Session with her. Members were also encouraged to visit [www.thepaulagcompany.com](http://www.thepaulagcompany.com) to sign up for a free "5 Step to Turn Your Fear into Freedom" e-course.

Following Paula's talk, the luncheon's sponsor, Laura Edwards of Infusion Marketing, presented her with a gift. During her sponsorship time, Laura

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**March's Program Recap***(continued from page 2)*

encouraged members to keep marketing themselves even in the difficult economy. She said that those people who stop marketing now to save money will not be in a place to take advantage of business once the economy turns around. To this end, Laura offered WRN members a 1.5-hour initial consultation session with her at \$90 instead of the usual \$125. "Infusion's creative and cost-effective solutions keep your company in the spotlight while others fade," she says. Please see Laura's advertisement on the last page of this newsletter for more information.

Also at the March luncheon, we collected donations of household necessities and toiletries for Haven of Hope (a Transformation Center for Drug and Alcohol Addicted Women). Cher Frederick, WRN Montco President, delivered the significant number of items after the meeting and they were thrilled with the donations!

**March Door Prizes**

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

Donation from **Susan Lapp**, *Buxmont Media LLC* Won by **Cher Frederick**, *Mary Kay Cosmetics*.

Donation from **Dr. Claire DeFazio**, *Windsor Hills Family Chiropractic Center* (Certificate for a Massage) Won by **Jeanne Rogovin**, *Motz Wealth Management*.

Donation from **Cathy Parette**, *Gallery School of Pottstown* (Ticket to Fashion Plates) Won by **Charlotte Emrich**, *C.P. Emrich*.

Donation from **Trish Isaak**, *Touch of Peace Massage Therapy* (Certificate for a Massage, Flowers) Won by **Sonja Haggert**, *Haggert Business Solutions*.

Donations from **Crystal Mogan-Connelly**, *Connelly Chiropractic & Wellness Center* (Handmade Bunnies) Won by **Veena Singla**, *Juice Plus* and **Barb Vledder**, *Caldwell Banker Preferred*.

50/50 Drawing Won by **Angela Klisch**, *Juice Plus*.

**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.

**Other Member Events****WRN-Chester County**

Tuesday, April 14, 2009  
11:30am - 1:30pm

**"Branding Your Business"**

Linda LeBoutillier,  
CEO of Waterloo Gardens  
The Inn at Chester Springs  
Exton, PA  
[www.wranchesco.com](http://www.wranchesco.com)

**SCORE Workshops**

April 27, May 4,  
May 11 and May 18  
7:00pm - 9:30pm

**"How to Start & Operate a Small Business"**

Pottstown  
610-327-2673

**Country Creek Winery**

April 18, 2009  
6:00pm - 9:00pm  
**Christine & Co.**  
215-723-6516

[www.countrycreekwinery.com](http://www.countrycreekwinery.com)

**Country Creek Winery**

April 25, 2009  
Starting at 11:00am  
**Arbonne New Product Unveiling!**  
RSVP: 215-858-8195 or  
[tracy@teammcgovern.com](mailto:tracy@teammcgovern.com)

**Collegeville Business Networking Group**

**Monday Mornings**  
8 am - 9 am  
Collegeville Diner  
[www.collegevillenetWORK.com](http://www.collegevillenetWORK.com)

**Quakertown Business Networking Group**

**Tuesday Mornings**  
7:30 am - 8:30 am  
Karlton Cafe  
215-858-8195  
[www.QBNG.org](http://www.QBNG.org)

If you have an event that you want included in the WRN newsletter, please contact Cheryl Messum: [eagleville@minutemanpress.com](mailto:eagleville@minutemanpress.com)

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.

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](http://www.wrnmontco.com)

Editor: Cheryl Messum  
 Minuteman Press of Eagleville  
 610-539-6707  
[eagleville@minutemanpress.com](mailto:eagleville@minutemanpress.com)

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.



PO Box 388  
 Harleysville, PA 19438-0388

**Women Connecting  
 For Success**

PLEASE SUPPORT WRN - BY ATTENDING OR EXHIBITING

**2<sup>ND</sup> ANNUAL BUSINESS FAIR**

**Date: 4/23/09**

**Time: 4-8pm**

Lakeside Inn

Limerick, PA

Refreshments, door prizes, and networking!

**FREE ADMISSION!**

Interested Exhibitors  
 Please contact  
[crystal@gotjockey.com](mailto:crystal@gotjockey.com)

Learn more about local businesses. Discover great new products and services!

Sponsored by:



Details available at: [www.wrnmontco.com](http://www.wrnmontco.com)

**May Program**

**"Getting to the Goals - The Journey of Setting Them & Getting Them"**

**Valerie Shinbaum, MS, LPC, MAC, NCC**

Please join us at the luncheon on May 13th when Valerie Shinbaum, a private practice psychotherapist will present the following ideas:

- how to identify goals for life (including work, leisure, relationships, etc.)
- how to remove obstacles in the way of achieving goals
- the use of goal setting as a self-esteem building exercise
- possible changes in lifestyle or relationship choices as a result of setting goals for oneself
- and more. . .

**May Luncheon Sponsor -** Cher Frederick, *Mary Kay Cosmetics*

**Spring Clothing Drive - MAY 2009**

The organization for our spring clothing drive has been identified and it is Wings for Success, located in Frazer, PA. Wings for Success assists low income women in achieving independence, stability and self-confidence. Wings serves homeless women, survivors of domestic violence, crime victims, women in recovery, and women transitioning from welfare to work. The needs of Wings changes monthly so stay tuned at the April luncheon to find out what the current requirements are.



## Member Highlight

### Trish Isaak

**Touch of Peace Massage Therapy, LLC** began for Trish Isaak in 2004 while she was pursuing her education in massage therapy. A horrific fall and consequential destruction to her right elbow required a medical leave. As recently as April, 2008, she had surgery followed by 6-9 months of rehabilitation. She's back now and happy to be in her new location at the Tranquility Family Salon and Day Spa on Ridge Road in Telford.

Trish is a somewhat recent addition to our area, having been born and raised in Minnesota and moving here in early 1991. Before starting her business she raised five children; Josh who is 26 and married, Rebekah who is 24 and Ben, Josiah and Daniel who are 23, 19 and 13 respectively. Trish has been married to her husband Brad for 28 years and they also have two cats; Oreo and Kyra.

Touch of Peace Massage Therapy is intended to help clients relax, revive and refresh so they can approach their jobs and lives more energetically and effectively. Trish offers relaxation massage, muscle therapy and hot stone therapy which can provide relief for those with muscle and joint pain.

In addition to providing rejuvenation and relaxation for the general public, Trish has taken classes to help those with complicated conditions such as Fibromyalgia. She also provides special care for those with cancer and Muscular Sclerosis. She is certified with Nature's Hot Stone Therapy and has studied with James Waslaski for Orthopaedic Massage. Trish is a professional member of the American Massage Therapy Association and the secretary for the Southeastern Chapter of the Organization.

You can reach Trish Isaak at [touchofpeace@comcast.net](mailto:touchofpeace@comcast.net) and WRN members receive \$10.00 off a one hour massage.

## Member News and Recognition

"Many thanks to **Sonja Haggert**, *Haggert Business Solutions* for volunteering to write the Member Highlights section for the WRN newsletter. I appreciate your timeliness, professionalism and persistence in all that you do for this!" **Cheryl Messum**, *WRN Newsletter Editor*.

"I attended an event and purchased earrings from **Marg Ford**, *Silpada* (I love them!) and my sister secretly ordered the matching necklace. Now I look great!" **Brooke Martin**, *NCG, Inc.*

"Thanks **Marsha Poust and Marty**, *Signs by Tomorrow*, for doing such a great job on our signs! Now it will be much easier for everyone to find their way to the Winery!" **Joy Klein**, *Country Creek Winery*.

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## 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!



Our recycling program helps increase the dollars in our Scholarship Fund. You can bring your empty inkjet cartridges, laser cartridges, and cell phones to the meetings. Our website now has the lists of accepted cartridges and phones. Please refer to the website to make sure your recycled items will be accepted.

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.**

## 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!**

## TUNING IN TO WIIFT

By Elizabeth Chesla, Zrii™ Independent Executive

Last June, as part of WRN's Summer Book Review Luncheon, I had the pleasure of presenting *Go for No!*, a brilliant little book that transformed my feelings about rejection. As liberating as the book's premise is – invite the *no*'s, because every *no* gets you closer to *yes* – sales guru Michael Oliver has opened my eyes to an even more liberating way of thinking. With Oliver's "selling on purpose" approach, it's not about going for *yes* or *no*. It's about going for *understanding* what my potential customer or business partner wants or needs.



In Oliver's book, *How to Sell Network Marketing without Fear, Anxiety or Losing Your Friends*, he outlines the sales process like this:

1. **Connect.** Create rapport and put the attention and focus immediately on your potential customer or business partner.
2. **Discover.** Find out if what you offer can fix a problem or replace what's missing in your potential customer or business partner's life.
3. **Determine** if they are prepared to do something to change their situation.
4. If so, then, and only then, **offer** your solution.

Oliver's approach essentially reverses the traditional "selling by persuasion" model, which is based on our need to make a sale or get someone to do something. After reading Oliver's book, it became so clear why I experienced so much resistance and rejection in trying to build my network marketing business. I was, as he puts it, tuned in to the wrong radio station – WIIFM (what's in it for me). Oliver's process keeps the focus continually on WIIFT – what's in it FOR THEM. And that not only takes the burden of persuasion off me, it also enables me to build my business with far more integrity and compassion.

The key to selling on purpose is **asking questions** and **listening carefully** to the answers. It isn't about my story or how my product and business have changed my life. It's about *their* story and *their* problems and how they want to change something in *their* lives. It's a process that moves me from being a "professional network marketer" to a "professional problem solver," if you will. No convincing. No manipulating. It's win/win.

By adopting Oliver's approach, I'm slashing the percentage of *no*'s I get because I only offer my solution (product or business opportunity) when my prospect has made it clear that he or she has a problem or desire I can help solve or fulfill. And learning to be a better listener has had a positive impact on *all* my relationships.

So from now on, I'm not going to go for *no*. I'm going to go for *yes*. Because every time I hear *yes*, I'll know that I've listened carefully, asked the right questions, and done my job with integrity.

P.S. Oliver offers a free e-course at [www.naturalselling.com](http://www.naturalselling.com).

Liz

## President's Message

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too, identifying and developing female talent (and well as offering a mentoring situation with some senior female executives).

I felt this information reinforces the need for women's opportunities and organizations for networking for success. I hope you have enjoyed this two-month article and will share with others who might have expressed that they cannot give the money or time to networking. Networking works when we work at networking!

*Cher*

## "Ask the WRN Board"

### Member suggestion/request:

I really miss the personal business 'announcement' (to the whole room) of each member/guest attending. Is there anyway we can re-incorporate that into our luncheons again? The price has gone up but the exposure has gone down. I just don't feel that I am getting the bang for my buck (\$20) that I used to get. Other than the time restraint, is there a reason why that has been dropped?

### Executive Board's response:

Our membership has more than doubled in the past 3 years (good news) - numbers alone are changing the way we serve our membership and how we conduct the luncheon. For several months before we started the roundtable introductions, we encouraged (almost threatened) members to limit commercials to 30 seconds. The outcome of our encouragement/threat - guests were difficult to control (that's why they now receive a standing ovation only) and members would not/could not comply. As part of their personal commercials, members often included announcements about other events and organizations that ate up time for the WRN Montco agenda - such as the speaker. Having a speaker is a priority and most speakers need at least 1/2 hour to give a quality presentation - we will not cut time here. When personal introductions eat up too much time, our luncheon meetings run beyond 1 pm; some members have to leave early to get back to work and are unable to hear the end of the speaker. For these reasons, the Board concluded that allowing each member to stand and give a personal commercial is no longer feasible.

So that each member receives the most "bang for the buck" here are some suggestions to consider:

1. Arrive promptly or a little early to spend time networking before the sit-down
2. Become an ambassador or greeter - arrive at 11:15 and meet members and guests as they arrive (lots of extra networking time here)
3. Be a luncheon sponsor and give a 3 minute commercial as a privilege of sponsorship
4. Attend biz card exchanges and other events sponsored/supported by WRN Montco

We thank you for the opportunity to address your concern and hope we have given you insight and food for thought. If you have further suggestions, please don't hesitate to use our suggestion box (on line or at the luncheon).

## Member News and Recognition

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"**Cheryl Messum**, *Minuteman Press* provides quality printing in a very timely fashion. Thanks Cheryl!" **Dr. Claire DeFazio**, *Windsor Hills Family Chiropractic Center*.

"Thanks **Brooke Martin**, *NCG, Inc.* for getting the Winery newsletter and event reminders out to everyone. We appreciate it very much!" **Joy Klein**, *Country Creek Winery*.

## 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!

speciaWRN



consulting  
communications  
public relations  
staff support  
coaching  
events

### TOUGH TIMES CALL FOR SMARTER MARKETING

The weakened economy means **less customers** and **increased competition**.

This is the worst time to cut your marketing budget.

Infusion's creative and cost-effective solutions keep your company in the spotlight while others fade.

Tap into Infusion's expertise to get the greatest return from every marketing dollar and avoid costly missteps.

Get solid advice now, and when the market rebounds you'll be primed to take full advantage.



Laura Edwards, MBA, President  
WRN Member Since 2000

#### What is included in a consulting session?

- **We learn** about your business and goals, define priorities, and provide clarity.
- **We suggest marketing programs** that leverage your ideas to produce profitable results. We outline action steps to activate these strategies.
- **To move forward**, you may enlist Infusion's services - from further consulting to coaching to full service implementation.

**Save \$35! WRN Discount.** 1.5 hour consulting session only \$90\* —regularly \$125.

\*for sessions booked by April 30, 2009.

215-859-1631

[laura@infusionmktg.com](mailto:laura@infusionmktg.com)

RESERVE YOUR  
TIME TODAY!

PO Box 388  
Harleysville, PA 19438-0388

