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**Celebrating  
 twenty-three years  
 of businesswomen  
 in Chester County  
 connecting,  
 collaborating  
 and growing.**

**WRN**

## Economic Issues

Tuesday, **January 12**, from **11:15 am – 1:30 pm**, The Inn at Chester Springs, Route 100 North & Gordon Dr., Exton  
 RSVP: Register by 5pm, Jan. 8 and avoid the \$5 late fee!

The January program features expertise from a locally based company with worldwide influence. You have probably seen and heard commentary and analysis on economic issues generated by Moody's Economy.com in the media, but you may not know the company is headquartered in West Chester, PA. As an independent provider of economic, financial, country and industry research it serves more than 500 clients worldwide representing a wide spectrum of business and government entities. Information and services from Moody's Economy.com are used for product and sales forecasting; strategic planning and investment research, among other applications.

See page 9 for more information about the speaker.



*Sophia Koropeczyj, has been with Moody's Economy.com since 1994 and currently serves as its managing director.*

## Upcoming

Tuesday, February 9 from 11:30 am to 1:30 pm: Taking care of YOU: Women's Health and Wellness, a Women's Health Panel presented by The Chester County Hospital

## Getting what you want in 2010



By Paula J. Paisley, Paisley Accounting & Computer Solutions, President, WRN Board of Directors

Just BELIEVE! Well, it makes a beautiful song, but in reality, it is not enough. Add wishing upon a star, a lucky penny,

and playing the lottery, and the odds improve only a fraction. So, how do you get what you want?

Request it in writing! Oh, I hear you laughing, but I am not joking. Have you ever gone to the supermarket with your list in your head, only to arrive home realizing that you forgot the peanut butter? If only you had written out that shopping list, you, my friend, would be eating peanut butter.

Why not give it a try? Grab a cup of coffee, a note pad or laptop, and cozy up in front of the fireplace on a cold January day to write out the shopping list for your life. List everything and anything that you ever wanted to do, or have. Now, given my profession, I am tempted to categorize and you may be as well, but let's not complicate this.

Over the next few days, edit the list, eliminating items you feel less strongly about or those out of the realm of possibility. Select one goal which can be accomplished in a month or less, and two more difficult ones, a professional and a personal or family one. The idea is to narrow your focus

*Continued on page 2*

WRNnews is a monthly communication for members of Women's Referral Network of Chester County.

Editor, **Pam Hesler**

Design, **Cencible Marketing**

All articles, news and information must be submitted by the Friday after the monthly luncheon. Submit advertising, articles, news and information to newsletter@wrnchesco.com.

WRN reserves the right to edit information submitted.

WRN Newsletter

P.O. Box 1337, Exton, PA 19341

newsletter@wrnchesco.com

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## Newsletter Advertising

Type	Dimension	What To Submit	Price
Bus. card	3.5" x 2"	All ads can be color, black/white, PDF, JPG, TIF or EPS electronic file	\$45
1/4 page	3.75" x 5"		\$70
1/2 page	7.5" x 5"		\$115
Full page	7.5" x 10"		\$175
Insert	8.5" x 11"		\$195

**Take out an ad for 6 months and save 20%!**

**All ads must be submitted as full color PDF, JPG, TIF or vector-based EPS files to WRNnews by the Friday after each monthly luncheon.**

Payment in full for advertising is due in advance of publication. If you have questions regarding appropriate digital format or any other advertising questions, contact WRNnews at newsletter@wrnchesco.com

Ads are subject to acceptance by the WRN Board

**The Women's Referral Network of Chester County promotes business opportunities for and among women. From entrepreneurs to executives, members build relationships based on their commitment to each others' success. Providing education, resources and a variety of networking venues, WRN is focused exclusively on the growth of your business!**

For information or a membership packet, contact  
WRN Executive Director  
Nina Malone at **610-639-9776**  
email: info@wrnchesco.com

**Women's Referral Network of Chester County**  
P.O. Box 1337, Exton, PA 19341

Visit our website for current information!  
**www.wrnchesco.com**

## BOARD MEMBERS

### Paula Paisley, President

Paisley Accounting & Computer Solutions, Inc.  
610-444-2597

### Lori Adair

Maillie, Falconiero & Co., LLP • 610-696-4353

### Renee Brandon

Open Door Expressions • 610-274-8093

### Valerie Clemens

Valerie's Dance Studio • 610-696-5015

### Nanci Hagarty

Mr. Dryer Vent • 610-399-3638

### Pam Hesler

Pam Hesler & Associates Photography  
610-692-2740

### Susan Lacy, Treasurer

First Financial Group • 610-766-3031

### Susan Mangold, Esq., Secretary

Lamb McErlane PC • 610-430-8000 x422

### Betsy Niedziejko, Vice-President

Fulton Bank • 610-918-8813

### Nina Malone, Executive Director

WRN of Chester County • 610-639-9776

## What you want... *Continued from page 1*

for today to something manageable that you can start right away. This does not mean the rest of the list is unimportant, just that it is not important to work on today.

Part of my responsibility to clients is to provide tools that help streamline financial and administrative processes. I recommend Excel for list making because it is easy to manipulate. If you prefer paper, try index cards that you can shuffle and sort on a large table or sticky notes that you can move around on a wall or white board. You want to be able to remove or replace items while maintaining all the items from your original list. Now remember, we are developing a wish list, not a "to do" list, so don't include routine tasks or projects that don't excite you.

The next step is to begin planning. Using Excel, move all but your current goals down the page so that they do not appear on the screen and distract you. For each goal, create a new sheet in the workbook to accumulate ideas and outline your plan. Insert a hyperlink next to each current goal on page one to quickly take you to its planning sheet. Also insert a hyperlink on the top of the planning sheet to quickly take you back to page one. If you are using index cards or sticky notes, use more of the same for the planning process. I recommend including a timeline. If you use a "to do" list or Outlook Tasks, continually update these with the next step for each goal. (Tip: the

plan does not have to be complete for you to begin taking steps.)

This system will allow you to prioritize your goals, list the tasks and timelines, and focus on the next step in each plan. As you complete the steps, you move closer to your objective. Once a goal is achieved, refer back to the original list and pick the next one. You begin to see that you can have what you want. Focus on a few goals at a time, take the first steps and keep working at it. Distractions are to be expected, but don't be deterred. List the goals and the next steps in a position of prominence on your "to do" list and a few other places, so that you are constantly reminded to make time for them.

To get what you want, just take the next step! I wish everyone a year full of next steps and as many successes as you can squeeze into 2010. *Finis*

Please submit your member news and stories about working with other WRN members through the wrnchesco.com website or directly to the Editor, **Pam Hesler** at pamhesler@comcast.net.

*Finis*

## *December Luncheon*

# Honoring our outgoing and incoming Community Outreach Partners



WRN President **Paula Paisley** (far right), of Paisley Accounting and Computer Solutions, and WRN Community Relations Chairperson **Jen Hohenberger** (standing next to Paula), of Coldwell Banker Preferred, present a check for \$550 to **Joyce Chester**, executive director of the WRN's outgoing Community Outreach Partner the Chester County Opportunities Industrialization Centers. Also pictured from the CCOIC are (l-r) student Elvira Terry, Lorraine Fillippo, Ceil Harkness and Gina Venuti. The WRN also donated another \$217 in cash collected at the event, thanks to the generosity of December's members and guests.



**Diane Canestra** (l), of Rowland Printing Company, chats with **Nancy Doane**, of Masterpiece Framing.



**Patti Deveise** (l), Evolution Salon; **Helen Semus**, (center) Edward Jones Investments; and WRN Community Relations Committee Chairperson **Jen Hohenberger** (r) Coldwell Banker Preferred, discuss networking possibilities for 2010.



**Renee Clements** (l), of the Franklin Mint Federal Credit Union, and WRN Executive Director **Nina Malone** pause for a holiday picture during December's luncheon.



Outgoing Community Relations Chairperson **Jen Hohenberger** (l), of Coldwell Banker Preferred, accepts a thank-you gift for her many years of service from WRN President **Paula Paisley**, of Paisley Accounting and Computer Solutions.



WRN President **Paula Paisley**, of Paisley Accounting and Computer Solutions (second from right), welcomes the WRN's new Community Outreach Partner, the Women's Resource Center (l-r): Director of Volunteer Program Services **Sue Deutch**, Executive Director **Michele Daly** and Board Member **Barbara Tuppeny**.



## Suzanne Young, our new Membership Chair

WRN President Paula Paisley is pleased to announce Suzanne Young has accepted the position of WRN Membership Chair. Many of you know Suzanne as a warm, engaged member of the WRN but, to get better acquainted, check out these "quick facts" about Suzanne:

- She is Canadian, grew up in Toronto, Ontario and has been in the US for 15 1/2 years.
- She has been married for 18 years (to the same husband!).
- She has 2 kids – Natasha, 16, and Connor, 14.
- She holds a Master of Science degree in Physical Geography from University of British Columbia.
- She has been with The Pampered Chef since 1998, is the Leader of an Advanced Director team of around 40 and has earned 8 incentive trips (Disney 2x, Montreal, 7 day cruise to Alaska, Cancun, 4 day Caribbean cruise, San Diego, Keystone Colorado)
- She has been a WRN member since 2004, first invited as a guest by Janet Goodhart.
- She believes communication and networking skills are critical to success in any business.



Pausing after a job well done is the Community Relations Committee (l-r): **Linda Jassmond**, Linda S. Jassmond, LLC (personal training); **Patti Deveise**, Evolution Salon; Chair **Jen Hohenberger**, Coldwell Banker Preferred; **Lea Tran**, Distinctive Designs; **Guy Dunn**, 1-800-905-GEEK; and **Colleen Gardner**, Cavalier Business Communications.

- She is an avid reader (~150 per year).
- She confesses she is "terrible" about remembering names but "will know you (just not your name!)" and "asks for your forgiveness" if she "fumbles names while making introductions!"
- She invites you to join the membership committee. Just email [suzeyoung@comcast.net](mailto:suzeyoung@comcast.net) or call 610-594-5590 to connect with her.

Thanks, Suzanne! We appreciate your leadership skills and look forward to having you as Membership Chair. *Finis*

## *December Business Card Exchange*

# Art, Wine and Networking at the December Business Card Exchange

The Visual Expansion Gallery at 126 North High Street in the heart of West Chester, “dressed” for the holidays, was our host for the WRN December Business Card Exchange. Members and guests enjoyed viewing the gallery’s specialty collection of work by local artists from the Brandywine School as well as its comprehensive collection of landscape, modern, classical, and impressionistic art, including works by national and international artists. Custom in-house custom framing is another gallery specialty. Gallery owner **Lorraine Waugh** and framer Elizabeth Taylor were on hand to answer questions. Many thanks to Lorraine for providing a lovely backdrop to another great evening of WRN networking. Visit the gallery’s website at [www.visualexpansiongallery.com](http://www.visualexpansiongallery.com) for location details and more about the gallery. Their phone number is 610 436-8697.

*Finis*



*Gallery owner,  
**Lorraine Waugh**,  
presenting some gallery  
history to the group.*



## Member Spotlight

# Colleen Gardner brings world-class service to businesses large and small

**Colleen Gardner** has a passion for telecommunications because she's seen how technology touches lives in every way. Much like busy Colleen, technology moves at the speed of light.

Hailing from northern New Jersey, Colleen spent 17 years with AT&T in marketing communications, product management, business development and sales. She switched gears when her family relocated to Montgomery County for her husband's job in a pharmaceutical company, and offered her mar-com expertise to that field. But last year, Colleen "got the itch" to go back to telecom.

"It's fascinating how technology has grown to encompass so much of our personal and business lives," she said. "How we communicate – computer, internet, wireless – is dependent upon technology."

And that's where this College of St. Elizabeth grad, who holds a B.S. in

business administration with a concentration in marketing, found her niche at Cavalier Business Communications. She saw the potential to serve small- to medium-sized business in a way that would give them the same access as larger enterprise customers.

"Cavalier's foundation is to serve everyone, from single office entrepreneurs to large businesses and government," she added.

Colleen is able to offer start-up entrepreneurs great solutions because of Cavalier's portfolio of services. First, she learns about the business model and goals, then how the company relies on online and phone activity to serve its client base. The key, she says, is to find the balance so all customers can get the most efficient and cost-effective internet access and phone service.

When she's not being a "typical mom" and helping to fundraise for her son's Millersville University football team or



her daughter's tournament softball and swimming teams, Colleen assists the WRN as part of the Community Relations Committee. She, husband, Bob, and kids Craig and Kristen live in Audubon.

Colleen joined the WRN in August, and has been please with her membership. She says, "I've had the chance to meet several members who have introduced me to other people, and have helped me get more engaged in the group and in business opportunities."

Sounds like Colleen's networking is also taking off at the speed of light. *Fen's*

## 2010 Program Line-up

You won't want to miss any of these, so mark your calendars for the WRN Luncheon the second Tuesday of each month and make sure your membership is current to enjoy these at the best price.

January 12 – Looking Up: 2010 Economic Forecast, Sophia Koropecyk, managing director, Moody's Economy.com

February 9 – Taking Care of YOU: Women's Health and Wellness, a Women's Health Panel presented by The Chester County Hospital

March 9 – Planning for Marketing Excellence

April 13 – Hands-On Networking, Joan Walsh, FSMI

May 11 – Annual Awards Celebration

June 8 – Professional Development: Knowledge is Power

July 13 – Hottest All-Networking Event of the Summer

August 10 – Technology Trends



**Colleen H. Gardner**  
Senior Account Executive

267-803-4238 c 610-246-3598 f 804-565-4594 chgardner@cavtel.com	965 Thomas Drive Warminster, PA 18974 www.cavel.com Customer Service 1-800-291-9699
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September 14 – Opportunities for Women-Owned Businesses, Sue Milshaw, CCEDC

October 12 – All You Wanted to Know About Being Politically Aware (But Were Afraid to Ask)

November 9 – Women-in-Business Expo & Workshop

December 14 – Celebrate Partnerships: Honoring our Community Partner and Holiday Shopping Showcase *Fen's*

# WRN Sponsorships at all levels, beginning at \$500

Check out this new program for 2010. Multi-faceted packages offer something to fit every type of business and unprecedented values in business promotion. For more information contact the WRN Executive Director, Nina Malone at 610-639-9776 or [nmalone@wrnchesco.com](mailto:nmalone@wrnchesco.com).

## **WRN Supporter Sponsorship Package offered at \$500**

Valued at \$600  
Two ¼ page newsletter ads  
Two business card newsletter ads  
Two months Web ad  
One month Constant Contact Sponsor

## **Essentials Networking Sponsorship Package offered at \$675**

Valued at \$800  
Individual membership  
Prepaid lunch for one – eleven monthly lunches prepaid  
(November is excluded due to Expo)  
One listing in Online Directory  
Two ¼ page newsletter ads  
Two business card newsletter ads  
One month Web ad

## **Master Networking Sponsorship Package offered at \$850**

Valued at \$1,000  
Individual membership  
Prepaid lunch for one – ten monthly lunches prepaid  
(May and November are excluded due to special events)  
One listing in Online Directory  
Awards Lunch – May 2010  
➤ Two premier seats  
➤ ¼ page ad in Awards Directory

WRN Expo – November 2010  
➤ ½ Table  
➤ ¼ page ad in Expo Directory  
➤ One lunch pass

One ¼ page newsletter ad  
One business card newsletter ad  
One month Web ad

## **Bronze Sponsorship Package offered at \$1,000**

Valued at \$1,200  
Luncheon Sponsorship – one month  
➤ Two reserved seats at luncheon  
➤ Five minute presentation to membership  
➤ Media Mentions

WRN Expo  
➤ ½ Table  
➤ One lunch pass

Individual membership  
Prepaid lunch for one – ten monthly lunches prepaid  
(May and November are excluded due to special events)  
One listing in Online Directory  
Two ¼ page newsletter ads  
Two business card newsletter ads

## **Silver Sponsorship Package offered at \$1,500**

Valued at \$2,000  
Awards Event – May 2010 lunch  
➤ Lunch for 2 – premier seating  
➤ 1/2 page advertisement in Awards Brochure

Expo Supporting Sponsorship – November 2010  
➤ Premier table  
➤ 1/2 page ad in Expo Directory  
➤ Literature in Attendee bags  
➤ Two lunch passes at Expo

Luncheon Sponsorship – one month  
➤ Two reserved seats at luncheon  
➤ Five minute presentation to membership  
➤ Media Mentions  
➤ Constant Contact Sponsor

Corporate membership  
Up to four company representatives to attend WRN functions at the member rate  
Prepaid monthly networking lunch at Inn At Chester Springs for one – ten lunches (May and November are excluded due to special events)  
One listing in Online Directory  
Two ¼ page newsletter ads  
Two business card newsletter ads  
One month WRN web ad

## **Gold Sponsorship Package offered at \$2,500**

Valued at \$3,000  
Awards Supporting Sponsor – May 2010 lunch  
➤ Lunch for 4 – premier seating  
➤ 1/2 page advertisement in Awards Brochure  
➤ Banner display

Expo Gold Sponsorship – November 2010  
➤ Premier table  
➤ 1/2 page ad in Expo Directory  
➤ Logo on Expo Directory  
➤ Web button ad from September ~ November  
➤ Literature in Attendee bags  
➤ Constant contact mentions  
➤ Two lunch passes at Expo

Corporate membership  
Up to four company representatives to attend WRN functions at the member rate  
Prepaid monthly networking lunch at Inn At Chester Springs for one – ten lunches (May and November are excluded due to special events)  
Two listings in Online Directory  
Two ¼ page newsletter ads  
Two business card newsletter ads  
Two months WRN web ad

*Finis*

## Meet the Women's Resource Center

Every two years the Women's Referral Network of Chester County selects a community organization to partner with, to help support the organization's mission.

The 2010-2011 Community Outreach Partner is The Women's Resource Center (WRC). Based in Wayne, PA the WRC provides educational and supportive services to women and girls in crisis and transition in the five county Philadelphia area through services offered at no or low cost at locations in Chester, Delaware and Montgomery Counties.

Programs offered include information and referral, counseling, legal consultation, career services, parenting groups and girls' leadership training.

Learn more about the WRC and ways you can help by calling 610-687-6391 or at [www.womensresourcecenter.com](http://www.womensresourcecenter.com). Also, see page 9 for full contact information.

Throughout 2010 you will hear more about specific ways the WRN will be supporting the WRC's mission fulfillment. *Finis*



## Updated Member Application Info

Here's what you need to know about renewing or initiating your WRN membership. It isn't too late to be part of the first edition of the 2010 WRN Online Directory, but it will be soon! If you haven't renewed or joined for 2010, read through these tips and get that membership done! Be part of Chester County's leading women's business networking organization and bring the power of women connecting to you and your business.

### ***Where to Get the Application and Payment Options***

Access an application in a pdf version you can print out and mail to the WRN with your check or credit card information as payment or you submit an application online using your credit card as payment. Both the pdf and online applications are available at [wrnchesco.com](http://wrnchesco.com). NEW: Payment Plans are available – contact Executive Director Nina Malone at 610-639-9776 or [nmalone@wrnchesco.com](mailto:nmalone@wrnchesco.com).

### ***Term of Membership***

Membership runs from January 1 – December 31, 2010.

### ***Individual or Corporate Membership***

Descriptions of individual and corporate memberships are available on the application and at [wrnchesco.com](http://wrnchesco.com).

### ***Opt-Out Options for the Directory***

The Membership Directory will now be an Online Directory (no printed copies will be distributed but a pdf will be available for you to print out at your discretion) The Online Directory will include benefits such as links from the Directory to your website as well as regular updates to contact information **changes. You can choose to opt out of listing your address, cell number and email address in the Online Directory (any of these or all of them) on the application.**

### ***Additional Category Listings***

There are two options available – one gives you additional categories with the same business listing and the other is for promoting multiple products or services. Detailed explanations are available on the applications.

### ***Directory Advertising***

The Online Directory will feature a select few ads and there may be a couple of spots still open. If you have an interest in securing one of these, contact Nina Malone, executive director, at the contact info in the Application and Payment info above.

### ***Look at Sponsorship Packages***

You can use these in conjunction with completing your membership application now or “add it in” later. Sponsor packages include various combinations of membership, luncheon fees, promotion and advertising rolled into convenient and value-driven packages. See all the details on page — one of these may be a perfect fit for you and your business, organizing a year's worth of marketing through networking at the WRN.

### ***“Best Practices”***

**Go to [www.wrnchesco.com](http://www.wrnchesco.com) and complete your membership now.**

**Why wait to give you and your business the extra edge of membership in the Women's Referral Network of Chester County?** *Finis*

WRN

## NEW MEMBERS

**June A. Bauer**, President  
GIRL GEEKS DO IT BEST!  
80 Maple Ave., Media, PA 19063  
Phone: (484) 442-8292 Cell: (484) 574-7192  
Email: june@girlgeeksdoitbest.com  
Internet: www.girlgeeksdoitbest.com  
Category: BUSINESS SERVICES

**Kate DeLosso** CTC, ACC  
Travel Counsellor  
TRAVEL COUNSELLORS LLC  
4001 Century Lane, Chads Ford, PA 19317  
Phone: (610) 361-0535 Fax: (610) 361-0536  
Email: kate.delosso@travelcounsellors.com  
Internet:  
www.travelcounsellors.com/kate.delosso  
Category: TRAVEL, LODGING & MEETING FACILITIES

**Anne Sourbeer Morris**  
Managing Member  
A. MORRIS CONSULTING LLC  
1522 Fox Run Dr., Coatesville, PA 19230  
Phone: (610) 999-5628 Cell: (610) 999-5628  
Email: amorrisconsult@aol.com  
Category: CONSULTING / SPEAKER SERVICES

## CHANGES

New contact person  
**Denise M. Antonelli**, Esquire  
MacELREE HARVEY, LTD  
PO Box 660 17 W. Miner St.  
West Chester, PA 19381-0660  
Phone: (610) 436-0100 Fax: (610) 429-4486  
Email: dantonelli@macelree.com  
Internet: www.macelree.com  
Category: ATTORNEY / LAWYER

New contact information  
**Kim Turnbaugh**, Director of Sales & Marketing  
SHERATON GREAT VALLEY HOTEL  
707 E. Lancaster Dr., Frazer, PA 19355  
Phone: (610) 280-2090 Fax: (610) 594-8060  
Email: kim.turnbaugh@ihcco.com  
Internet: www.sheraton.com/greatvalley  
Category: TRAVEL, LODGING & MEETING FACILITIES

## OUTREACH PARTNER

**Michele W. Daly**, Executive Director  
WOMEN'S RESOURCE CENTER  
PO Box 596, 113 W. Wayne Ave.  
Wayne, PA 19087  
Phone: (610) 687-6415 Fax: (610) 687-2967  
Email: mdaly@womensrc.com  
Internet: www.womensresourcecenter.net  
Category: WRN COMMUNITY OUTREACH PARTNER

WRN

## IN ACTION

**Patti Deveise** of Evolution Salon reports, "**Helen Semus**, a client at Evolution Salon, gave a presentation to the salon staff on the importance of initiating a plan for retirement savings and she has enrolled 4 of our staff so far in her program through Edward Jones Investment!"

Another success story: **Patty Cunningham** of Coldwell Banker Preferred says, "With the real estate market down about 20%, the Exton office of Coldwell Banker Preferred is up over 200% — our key to success is service."

**Suzanne Young** of The Pampered Chef referred **Amy Parnis** of Tastefully Simple to the Renaissance Academy Charter School to participate in a Ladies Shopping Night.

**Paula Paisley** of Paisley Solutions thanks **Suzanne Jackson** of Stephano Slack and **Teresa**

**DeVries** of Swarthmore Financial for their referrals of potential clients. Paula also thanks personal trainer **Linda Jassmond** for teaching her so much and for being so patient.

**Colleen Gardner** of Cavalier Business Communications says, "**Adel Ducine** of National Penn Bank was one of the first members I met upon joining WRN. Adel was instrumental in introducing me to the appropriate contacts at her corporate office for a discussion of their telecommunications needs. I am grateful for having the opportunity to present Caravlier Business Communications to her corporate office."

**Nanci Hagarty** of Mr. Dryer Vent says "thanks" to **Lea Tran** of Distinctive Designs, **Rebecca Hobbs** of Arbonne and **Kristi Deischer-Eddy** for "having great gift opportunities this holiday season." *Finis*

*This month's special speaker* (see front page)

Our January speaker, Sophia Koropecyk, has been with Moody's Economy.com since 1994 and currently serves as its managing director. Sophia oversees the firm's publications and consulting projects, edits many of its publications, trains new staff members, and gives presentations to clients and trade groups. In addition, she covers labor markets, auto-related industries, and the Midwestern economy.

Her bachelor's degree in economics and history was earned at the University of Pennsylvania. She continued her education in the Philadelphia area with a master's in finance from Drexel University and has completed all but the dissertation portion of her doctoral studies in economics at the University of Michigan.

Be sure to attend the January Luncheon to take advantage of an unusual opportunity to be in the room with this level of expertise on the economic forecast. *Finis*



## MEMBER NEWS

**Patty Deveise** says Evolution Salon celebrated 10 years of being in business on November 24th.



**Guy Dunn**, Geeks on Call, is featured in the book, *Cup of Cappuccino for the Entrepreneur*, which is due to hit bookshelves in January and suggests calling him for details at 215-680-9192.



WrapADoodle.com, the creation of **Victoria O'Neill**, is beginning to expand its online business into retail stores. WrapADoodle swaddle baby blankets, BurpADoodle burp cloths and wool stuffed flannel KittyCatADoodles are now available at Kimberton Whole Foods in Kimberton PA and at Earth Mart in Phoenixville! *Finis*

## Upcoming Events

### January 13 – WRN of Montgomery County Networking Luncheon

11:30 am to 1:30 pm luncheon at Hotel Fiesole, 4046 Skippack Pk., Skippack, PA. Contact **Tracy McGovern** at 215-858-8195 or [secretary@wrnmontco.com](mailto:secretary@wrnmontco.com) to register.

### January 27 – WRN Business Card Exchange

5:30 to 7:30 pm, Women's Referral Network of Chester County Business Card Exchange at the newly remodeled Fulton Bank in Guthriesville. The event will be held at the branch at 1267 Horseshoe Pike, Guthriesville. Pre-register by Jan. 25 to 610-873-4740 or [adavis@fultonbank.com](mailto:adavis@fultonbank.com)



## Lori Adair joins the WRN Board of Directors

**Lori Adair** was welcomed in December to the WRN Board of Directors by Board President **Paula Paisley**. Lori has been an accountant for nine years with West Chester's Maillie, Falconiero & Company, LLP

She graduated from West Chester University in 2000 and became a CPA in 2002. She also received a Master's of Science in Taxation in 2007 from Widener University. She

currently is part of the firm's tax department after having worked in the accounting and auditing division. Lori is an active member of several professional and business organizations.

Lori has been married for nine years and has a one year old son. In her spare time she enjoys reading mystery novels, playing golf and being involved in her church.

Maillie, Falconiero & Company provides a full range of accounting and business consulting services to help clients achieve their goals. They specialize in providing audit, accounting and tax services, along with extensive business consulting, to privately owned businesses. Their affiliate, Oak Financial Services Group, LTD, offers financial planning services. *Finis*



## MONTHLY LUNCHEONS

2nd Tuesday of each month

**February 9 – Taking Care of YOU: Women's Health and Wellness, a Women's Health Panel presented by The Chester County Hospital**

**March 9 – Planning for Marketing Excellence**

**April 13 – Hands-On Networking, Joan Walsh, FSMI**

**May 11 – Annual Awards Celebration**



## WRN Luncheon January 12, 2010

Pre-registration for the WRN monthly luncheons is appreciated by 5:00 pm on Friday before the event. Luncheon rates for 2009 are \$25 for members and \$30 for guests. A \$5 late fee will be assessed at the door if the attendee is not pre-registered for the event. If unable to register before by 5:00 pm Friday, January 8, please call 610.639.9776 or email WRN.

Pre-register online by entering the information requested and submitting your reservation. A confirmation is provided on screen that you can print for your records.

Make check-in a breeze by taking advantage of the online payments option. Simply select pay by credit card online and follow the payment steps. Be sure to bring your receipt the day of the event, so you can present that receipt to the entrance team for quick entry. If you plan to pay at the door, bring a check (payable to the WRN) or cash (exact is appreciated) to the meeting check-in area.