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

WRN

Taking Care of YOU: Women's Health and Wellness

Tuesday, **February 9**, from **11:15 am – 1:30 pm**, The Inn at Chester Springs, Route 100 North & Gordon Dr., Exton. RSVP: Register by 5pm Feb 5 and avoid the \$5 late fee!

This month two female physicians from The Chester County Hospital join us to share information on how women can stay healthy and prevent disease. They'll talk about early detection diagnostic screenings and strategies on recognizing individual health risks and staying well. Cardiologist Dana Weinstein and Gynecologist/Obstetrician Melissa Delaney will take the time to address our questions on a variety of health topics. This is the perfect time to increase your understanding of key concepts in women's health and wellness. Invite a friend or colleague to hear this important information



Speakers: Drs. Dana Weinstein (l) and Melissa Delaney

Upcoming

Tuesday, March 9 from 11:15 am to 1:30 pm: Planning for Marketing Excellence

Women's health and wellness— what does it mean to you?



By Pam Hesler, *WRNnews* Editor, Pam Hesler and Associates Photography

February's Luncheon program brings attention to women's wellness by creating awareness, education and dialogue around that topic. As a way to get thinking about the topic in a personal way I invited our WRN board members and executive director to comment on what they do to maintain wellness, what being healthy means to them, or how they think women are particularly challenged in maintaining their health. In their responses you'll hear some common chords, inspiration, dedication and a little humor, too.

Paula Paisley reflects the pragmatic approach that bring success to her accounting

and computer solutions company when she suggests, "replacing poor habits with healthier ones that are sustainable in your personal environment such as grocery shopping at least weekly to keep fresh foods available and finding healthier recipes that work for your family."

CPA **Lori Adair** strives "to maintain wellness by trying to eat a healthy diet including lots of fruits and vegetables and by going for walks as often as I can." And she'll need to keep that regime going during the tax season!

For Executive Director **Nina Malone**, "being healthy means feeling well from the inside-out."

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

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

Lori Adair

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Valerie Clemens

Valerie's Dance Studio • 610-696-5015

Nanci Hagarty

Mr. Dryer Vent • 610-399-3638

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Betsy Niedziejko, Vice-President

Fulton Bank • 610-918-8813

Nina Malone, Executive Director

WRN of Chester County • 610-639-9776

What does it mean... *Continued from page 1*

She continues, "The way I strive to maintain wellness is by eating a mostly vegetarian diet of locally grown and/or organic foods, taking good-quality vitamins and supplements and getting regular exercise (especially Yoga) to take care of the inside, while using exceptional skin care, make-up and body products to take good care of the outside." Nina's second "work hat" as an Arbonne Executive District Manager has been a natural fit for her given her feelings about what goes in and on her body.

Attorney **Susan Mangold** thinks the greatest challenge for women generally in maintaining health is "finding the time to eat right and exercise. Between taking care of the family and working, it is difficult to remember to take care of myself too."

Banker **Betsy Niedziejko**, the board's president-elect, echoes this feeling when she says, "It is easy to get consumed with the overwhelming tasks of being a good wife, mother and employee amongst all the schedules, meals, kids activities, sales goals and somewhere fitting in some romance." But Betsy gives us hope adding, "I truly believe the key is to take one day at time, chip away each day at your goals and when you look back you're amazed at what you've accomplished." As a final comment on achieving wellness she offers, "You must love who you are, what you do and what you have to offer others."

Maintaining health in the wake of having battled cancer brings a special focus for Board Treasurer Susan Lacy. She shares, "I am a 9 year cancer survivor and I have frequent periodic checkups with a variety of specialists. Our health is the combination of the interaction of all parts in our system and it is critical to assure healthiness in our entire system. Every day I walk 2-4 miles with my Siberian Husky, Nanook, which provides exercise for both of us plus sunlight for my daily Vitamin D and the joy of being outside with my friend." Susan also mentions that she strives "to drink at least 8 glasses of water a day and increase my intake of fruits and vegetables, while limiting salt, sugar and excess fat." But Susan also recognizes the importance of pursuing the lighter side of life by trying to build time into her schedule every week "to indulge" her "passions" and to take at least one vacation every year. She has seen all 50 states and now has "only 6 more continents to go!"

For **Nanci Hagarty** who is balancing running a small business and a family, wellness comes through "doing the best I can to take care of myself and those around me, exercising and having fun every day!"

My own notion of wellness is rooted in state of mind: what your head says has everything to do with how you feel. "Keeping a healthy head" in my case means living surrounded by nature, having

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January Luncheon

January Luncheon features top economic review

The WRN was fortunate to have Sophia Koropecyj, managing director for Moody's Economy.com, the West Chester based internationally known economic research firm, speak at the January Luncheon on the 2010 Economic Forecast.

Sophia explained changes in some of key economic indicators with an emphasis on the local economy. She pointed to the health, education and business services sectors as anticipated growth areas—all of which are strong in the Philadelphia region. While the region has suffered less than many other areas of the country during the recession, it has been affected by a concentration of employment in the troubled financial services sector. Businesses that are dependent upon discretionary consumer spending also have been affected in varying degrees, resulting in some layoffs and business closures. For business the issue has been a combination of not enough orders coming through and limited access to capital. For homeowners, although there was not a dramatic drop in home values, there have been fewer buyers, most with higher expectations of reduced prices than sellers have been willing to relinquish.

The jobs market is particularly challenging for young workers with fewer jobs available across the board and fewer older workers retiring. Although the recession has been declared over, perception by the general public is that times are still tough for many and caution is the by-word for those who are employed and not in financial distress. Moody's anticipates the official jobless rates will top out at around 11%, with their reading of the real rate of unemployment being about 15%. It also anticipates a very gradual improvement, not without some bumps along the way, in economic conditions to manifest more significantly in the third and fourth quarters of this year.

Many thanks to Sophia Koropecyj and Moody's Economy.com for a stimulating and informative discussion of the current top concern in most Americans' minds - the economy. *Finis*



Sophia Koropecyj from Moody's Economy.com speaking to the group.



Attendees at January Luncheon paying close attention to the 2010 Economic Forecast.



Diane Canestra (l) from Rowland Printing and Wellness Coach Diane Hendrick enjoying networking at the January Luncheon.



WRN Executive Director Nina Malone (l) presenting a thank you gift to January speaker Sophia Koropecyj.

Look who is a WRN Sponsor! Check out these marketing value-savvy businesses

Gold Sponsors:

Fulton Bank; **Betsy Niedziejko;**
Amy Davis

Lamb McErlane PC; **Susan Mangold**

Silver Sponsors:

Francis Automotive; **John Francis**

Master Networking Sponsors:

Mr. Dryer Vent; **Nancy Hagarty**

Paisley Accounting & Computer Solutions; **Paula Paisley**

Supporter Sponsorship + Individual Membership:

Maillie, Falconiero & Co.;
Lori Adair *Finis*

“While We’re on the Topic”

You’ve heard the expression, “Strike while the iron is hot”, right? Well here is a new opportunity based on an old idea — promote your business in conjunction with the WRN’s programming.

While advertising through WRN generated media could be a good idea at any time, it is an especially good idea when the WRN is promoting a program on a topic that connects to your business. Why? Because the WRN is warming people to thinking about a topic. For example, March’s program is “Planning for Marketing Excellence.”

The March issue of the WRNnews will include content that will get people thinking about their own marketing plans and concerns. If you are in a business that offers marketing or related services, you want to place your business in front of the eyes of our readers while they are “on the topic.”

Advertising in the *WRNnews* is very affordable and targeted to business owners and other business people who need your services and/or can refer you to others in their contact circles.

Right now we have two great opportunities brewing—the first is the one mentioned above for marketing related businesses, the second is for those of you in the health and wellness field.

There are two key months to implement the “While We’re on the Topic” concept—before and then after the relevant program. The March issue will also provide follow-up on our February Luncheon topic of Women’s Health and Wellness, making it the perfect place for those of you who are in businesses related to those fields to promote yourselves through the WRNnews.

Options for advertising in the *WRNnews* begin with business card ads and appear in the newsletter on page 2 and at www.wranchesco.com, click on Online Newsletter. Contact WRN Executive Director **Nina Malone** at 610-639-9776 or nmalone@wranchesco.com or *WRNnews* Editor **Pam Hesler** at pamhesler@comcast.net or 610-692-2740, while you’re on the topic, with questions and to reserve your ad space. *Finis*

Yes, you can become a WRN sponsor right now

Already a member and want to be a sponsor? No problem. If you choose a package that includes membership fees your paid amount will be credited against your sponsorship investment. To read about the options go to www.wranchesco.com — 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. Contact a member of the WRN Board or Executive Director **Nina Malone** (see page 2 for contact info) and they will help you select and implement a great sponsor package.

Finis

What does it mean... *Continued from page 2*

moments to observe what the plants and animals are up to and participating in activities like gardening. It also means having the stimulation of hearing interesting ideas exchanged and bringing happiness to others.

One of my favorite responses brings a touch of whimsy to the topic. Dance instructor

Valerie Clemens says “For me, being healthy comes down to making those common sense choices that we really learned as children. While there are hundreds of such examples, I’ll name a quick few: Remember to wash your hands before meals, don’t overeat, drink your milk, eat your

vegetables, don’t put a cigarette in your mouth, go outside and play for awhile, remember your bed time, brush your teeth, say your prayers, and, truly the most sacred advice for your overall health and well being - never run with a lollipop in your mouth!” And the final word -- “dance like nobody’s watching.” *Finis*

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2010 Program Line-up

The second Tuesday of each month, the place to be is the WRN Luncheon with these great upcoming programs. Mark your calendar and make sure your membership is current to attend at the best price.

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

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 *Finis*



Three Smart Women

We have three more women to thank for assuming leadership roles in the WRN.

First, we have **Renee Clements**, branch manager of The Franklin Mint Federal Credit Union on Market Street in West Chester. Renee will be chairing our Ambassadors and Hospitality Committee. If you know Renee, you will agree she is perfect for the job.

Renee's warm, outgoing personality has been a wonderful addition to the WRN. Inviting guests, hosting a business card exchange, joining a panel of bankers to present a Luncheon program, and always ready to extend a hand in welcome, Renee has been an active, contributing WRN member.

Joan Hackmann-Gaul, who has served as an Ambassador, is our new Community Relations Chair, giving her predecessor, Realtor **Jen Hohenberger**, a well deserved retirement from the position. Joan is a Personal Assistant/Daily Money Manager providing services to seniors ranging from arranging transportation and appointments to managing banking and bill payment tasks. Far from retired, Joan counts fly-fishing and cross-country skiing among her free time activities. Her combination of energy and

compassion is sure to be an excellent fit for coordinating the WRN's Community Relations.

And then we have **Lea Tran** of Distinctive Designs who will be co-chairing the May Annual Awards Celebration with **Lorraine Kinslow**, long time WRN member and a very successful skin care and make-up consultant with Mary Kay. Lea is a designer and fabricator of beautiful interior window treatments, having emerged like a butterfly from her previous career as a chemist for a major pharmaceutical. Last year Lea hosted a business card exchange and this year she'll be doing that again in May. You don't want to miss it – Lea has an impressive design and fabrication studio in her lovely home and some very talented cooks in her family who bring their talents to the party! Both Lorraine and Lea are women with great ideas and fabulous taste so we can count on them to plan a wonderful celebration in May.

Finis



Lorraine Kinslow (l) and Lea Tran (3rd from left), co-chairs for the WRN Annual Awards Celebration, join other members and guests at a business card exchange hosted by Lea last year.

WRN

NEW MEMBERS

Sydney Simpson

INN AT CHESTER SPRINGS
815 N. Pottstown Pike
Exton, PA 19341
Phone: (610) 363-1100 Fax: (610) 524-0639
Cell: (484) 879-2512
Email: ssimpson@innatchestersprings.com
Internet: www.innatchestersprings.com
Category: TRAVEL, LODGING & MEETING FACILITIES

Upcoming Business Card Exchange

Meet the WRN at the February Business Card Exchange

Linda Kennedy of Granite Transformations and **Suzanne Young**, Director, The Pampered Chef and WRN membership chair are hosting the February 24 card exchange from 5:30 to 7:30 pm at Granite Transformations, 152 E. Gay Street in West Chester, PA. Learn everything you need to know about Chester County's oldest women's business networking organization featuring refreshments, new contact opportunities and chances to win prizes for those joining on the spot. Invite a friend or colleague who might benefit from the WRN to learn more about the organization.

The event is FREE to members and to guests, but reservations by February 22 are greatly appreciated. Contact Suzanne at 610-594-5590. *Finis*

WRN

IN ACTION

Steve Blatman and **Maria Hurley** of Ink Spot Printing & Copy Center, Inc. thank **Scott Darling** of RE/MAX Action Associates for referring "an excellent graphic designer to us, who is now working in our shop."



Lea Tran of Distinctive Designs says thanks to the WRN members for their support in purchasing her products including table runners, pillows and tissue box covers at the December meeting Gift Fair.



Linda Kennedy's Granite Transformations provided a whole new look for **Randy Rolfe's** kitchen and fireplace hearth. Randy "loves the look" and comments, "it was so professionally done. Thank you, Linda!"

Colleen Gardner signed Wellness Coach and Herbalife Distributor **Diane Hendrick** up for Cavalier Business Services, reducing Diane's telecom spending by 45%. Colleen also had an opportunity to benefit from Diane's services when Diane provided nutritional counseling for Colleen's teenage daughter. Colleen comments, "Diane is thoughtful in her approach with teenagers, and their mom!"



Betsy Niedziejko from Fulton Bank referred a plumbing company that was having issues using Quick Books to **Paula Paisley** and Paisley Solutions. Betsy also referred a consulting firm to **Suzanne Jackson** of Stephano Slack for accounting services. *Finis*

Yes, you still can join the WRN

The initial membership drive may have passed you by, but that doesn't mean you can't join or renew now. Here is some information to help you get it done!

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. NEW: Payment Plans are available – contact Executive Director Nina Malone at 610-639-9776 or nmalone@wrnchesco.com.

Have Questions, Call Nina

Executive Director Nina Malone is the person to talk to with any of your WRN membership questions. You can reach her at 610-639-9776 or nmalone@wrnchesco.com. *Finis*

January Business Card Exchange

The January 27 BCX at the newly remodeled Fulton Bank in Guthriesville was held after our WRNnews deadline for this issue but look for a review and photos in the March issue.



MEMBER NEWS

You know it is a fast paced world when one month we are spotlighting a member in one job and the next month, she is in a new position. But that is just what happened with **Colleen Gardner**, January's Member Spotlight, who has joined Col Voce/Tminus1 Creative, beginning her new job on February 16. The story takes on an even more contemporary note when Colleen says, "This opportunity came to me through an invitation via LinkedIn social networking site. It is exciting because I had originally met the principal/owner 5 years ago... only to have her find me now in a position to make a change." When asked what she will be doing for Col Voce, Colleen responded, "I was recruited as a Senior Account Manager to take over various projects for their primary client and provide strategic guidance/project management services. In addition to client account management responsibilities, my role will also consist of business development activities for the combined agencies of Col Voce and Tminus1 Creative." Noting that Col Voce is a woman-owned business and local to the Exton area, Colleen continued, "I even referenced my engagement with the WRN

during our interview process and explained the benefits of the organization for networking and support of non-profits. Hence, WRN will still continue to play a role in my personal and professional life as I make this change in February." Congratulations, Colleen – we look forward to continuing our connection with you personally and professionally as you assume your exciting new position with Col Voce and Tminus1 Creative!



Did you know that **Linda Jassmond**, personal trainer, recently released her second motivational fitness book, "Journey to Fitness – Chronicles of a New Triathlete"? Her first book featured WRN member Suzanne Jackson's experience as Linda worked with her to attain her goals. Both books are available at www.FitnessLinda.com.



Randy Rolfe, Institute for Creative Solutions, just completed a Leadership Summit in Las Vegas. The Summit was available only through invitation. *Finis*

Upcoming Events

February 10 – 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 to register.

February 24 – WRN Business Card Exchange

5:30 to 7:30 pm, Women's Referral Network of Chester County Business Card Exchange at Granite Transformations in West Chester (see page 6). Contact Suzanne Young at 610-594-5590.



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 February 9, 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, February 5, 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.