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

WRN

Effective Networking Techniques to Build Your Business

Tuesday, **April 13**, from **11:15 am – 1:30 pm**, The Inn at Chester Springs, Route 100 North & Gordon Dr., Exton.
 RSVP: Register by 5pm April 9 and avoid the \$5 late fee!

April's speaker, **Joan Walsh**, is a partner with FSMI which helps organizations improve their results and reach new levels of performance. FSMI achieves this through strategic business planning, organizational development and individual coaching. Joan will be talking about strategies for making networking pay off for you by knowing what to do when you are at an event and after you leave it. She also will help you revitalize your 30-second commercial to get more of the results you want.



Upcoming

Tuesday, **May 11**, from 11:00 am to 2:00 pm (note earlier start time): **Annual Awards Celebration Luncheon** including gala luncheon to honor four special WRN members, featuring speaker Lynn Doyle, a multi-award winning journalist and nine-time Emmy from The Comcast Network, as well as a silent auction showcasing 15 select items. See page 8 for more information.

Is there a leader in you?



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

As we approach the Annual Awards Celebration in May, I have been thinking about leadership. After reviewing definitions of "leadership" and "lead" at the online

Merriam-Webster Dictionary and then seeing what Google searches brought, I realized an abundance of definitions, quotes and articles were at my fingertips.

So let's start with a couple of definitions of leadership:

From *Wikipedia.org*:

According to Ann Marie E. McSwain, Assistant Professor at Lincoln University, "leadership is about capacity: the capacity of leaders to listen and observe, to

use their expertise as a starting point to encourage dialogue between all levels of decision-making, to establish processes and transparency in decision-making, to articulate their own values and visions clearly but not impose them. Leadership is about setting and not just reacting to agendas, identifying problems, and initiating change that makes for substantial improvement rather than managing change."

From the *businessdictionary.com*:

In its essence, leadership in an organizational role involves (1) establishing a clear vision, (2) sharing (communicating) that vision with others so that they will follow willingly, (3) providing the information, knowledge, and methods to realize that vision, and (4) coordinating and balancing the conflicting interests of all members or stakeholders. A leader comes to the forefront in case of crisis, and is able to think and act in creative ways in difficult situations. Unlike management, leadership flows from the core of a personality

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
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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

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Leader... *Continued from page 1*

and cannot be taught, although it may be learnt and may be enhanced through coaching or mentoring

My quest led to more questions than answers but I did find some interesting perspectives to share with you:

Are you a leader if no one follows you?

Do not wait for leaders; do it alone, person to person. Mother Teresa

Followers contribute to the direction... I must follow the people. Am I not their leader? Benjamin Disraeli

How is success measured?

Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome. Booker T. Washington

Success consists of going from failure to failure without loss of enthusiasm. Winston Churchill

What's luck got to do with it?

I feel that luck is preparation meeting opportunity. Oprah Winfrey

Are leadership traits acquired through DNA or learned?

An entire industry exists to teach leadership! It comes in many flavors including books, audio tapes, coaching, and training programs. Do you have what it takes? Google "leadership traits" and learn the 14 leadership traits according to the US Marine Corps.

I would love to ask Steven Holcomb of the USA 4-man bobsled team about leadership. How do you get three people to push, jump

in behind you, put their heads down and let you drive them down an icy track at speeds approaching 100 miles per hour?

Leadership is the art of getting someone else to do something you want done because he wants to do it. Dwight Eisenhower

For me, a leader must believe in something, be willing to listen and think, have the courage to accept the challenge and the common sense to build a great team. Leading is central to the core mission of WRN. Our tag line says we're here to help women Connect! Succeed! Lead! Is there a leader in you ready to join the WRN leadership team? The invitation is open to step forward. (*ed. note: please see page 4 for more on this topic.*)

As a woman who owns and runs a business and is president of the WRN, I was discouraged to find a tremendous disparity (so many more from men than women) in the number of quotes on leadership available through the sources I searched. One article, written four years ago, suggests women leaders are simply are not speaking out enough. There is so much more to do to bring women's strengths to the forefront of everyone's consciousness in this age of information and messages.

A final thought—

Only one man in a thousand is a leader of men -- the other 999 follow women. Groucho Marx

Finis

March Luncheon

Plan for Marketing, then Work Your Plan

Anyone can implement a marketing program. What's important is to seek the appropriate counsel, whether in-house staff or outside consultant, in order to create a plan that will deliver the return on investment.

Roberta Perry, a marketing and PR consultant with nearly two decades experience who just started a new career at Rosemont College as Managing Director of Communications, advised WRN members and guests at the March Luncheon on some key parts of the marketing plan:

- Revisit your business plan. Understanding the company's goals, key audiences and marketing budget (or potential marketing budget) starts here.
- Know your competition. How do they market, and to whom? What resonates with your audience.



New Member **Laura Lorenz**, *Leading Results (I)*, catches up with March's Business Card Exchange Sponsor, **Diane Canestra**, *Rowland Printing Group*

- Determine what outcome will equal success. Sales? New customers?
- Research, which is accessible to all. Large companies can avail themselves of research firms and tactics such as focus groups. But companies of any size can engage in free or inexpensive online survey tools from companies such as Survey Monkey and ConstantContact; use Google and other free internet search engines; and go old-school with library research.



Community Relations Committee volunteer **Patti Deveise**, *Evolution Salon (I)*, makes a 50/50 sale to Board member **Valerie Clemens**, *Valeries Dance Studio*. Proceeds of the 50/50 benefit WRN's Community Outreach Partner the *Women's Resource Center*

- Reconcile the above with available budget to determine the tactics that go into the plan.
- Implement an evaluation process to gauge the success (or not) of each tactic, and revise as necessary. The focus must be on return, which brings you full circle to your business plan and the return that will equal success.

Most smart business people assure professionals handle mission-critical business functions, such as accounting, human resources, sales and more. It makes good business sense to do the same with marketing and public relations. If your company's roster doesn't include those functions, then seek a consultant or marketing firm. Treat marketing planning as an important part of the business plan and reap the rewards. *Finis*



WRN Board President **Paula Paisley**, *Paisley Accounting & Computer Solutions*, thanks March's speaker, *Roberta Perry*, *Rosemont College*.

April Business Card Exchange

Join Renee Clements, Business Development Officer, and the friendly folks from The Franklin Mint Federal Credit Union at 106 West Market Street in West Chester for the April WRN of

Chester County Business Card Exchange. The Exchange will be held on Wednesday, April 21 from 5:30—7:30 pm. This event is FREE to WRN Members and guests. Put it on your calendar now!

Board of Director Applications Deadline April 5

If you want to be part of the WRN's Leadership Team, your completed application must be received by **Betsy Niedziejko** by April 5. Please see Betsy's full contact information below:

Betsy Niedziejko, President Elect,
WRN Board of Directors
FULTON BANK
118 West Market St., Suite 200
West Chester, PA 19382
p (610) 918-8813 f (610) 696-1001
bniedziejko@fultonbank.com *Finis*

Got Membership Questions?

Call Nina or Suzanne Executive Director **Nina Malone**, or Membership Chair **Suzanne Young**, are the people to talk with about any of your WRN membership questions.

You can reach them at:
Nina – 610-639-9776 or
nmalone@wrnchesco.com;
Suzanne – 610-594-5590 or
suzeyoung@comcast.net.

Finis



NEW MEMBERS

Mary Bigham, Owner
WC DISH
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Email: wcdish@gmail.com
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Category: WRITERS / EDITORS

Sara Bonds OD, Optometrist
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Internet: www.bondseyecare.com
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Amy Davis, Guthriesville Branch Manager
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Andree Jannette, Associate
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Category: INSURANCE

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Category:

Laura Lorenz, Marketing Evangelist
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Phone: (610) 883-2230 Cell: (610) 883-2230
Email: LLorenz@leadingresults.com
Internet: www.leadingresults.com
Category: MARKETING / COMMUNICATIONS

Karen S. Miller, Executive Director
SARAH CARE ADULT DAY SERVICES
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Malvern, PA 19355
Phone: (610) 251-0801 Fax: (484) 568-0093
Cell: (484) 881-1558
Email: kmiller@sarahcare.com
Internet: www.sarahcare.com
Category: SENIOR SERVICES

Rita K. Paradise, Account Executive
GSG LOGISTICS LLC
3102 Chevers Dr., Glen Mills, PA
Phone: (302) 753-6666 Fax: (302) 444-8087
Email: rita.paradise@gsg-logistics.com
Internet: www.gsg_logistics.com
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Category: PUBLISHING

Lori Zytkowicz, Innkeeper & Owner
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Member Spotlight

Dream big, help others ~ Randy Rolfe

Randy Rolfe is en route to a dream, a place where she helps people help themselves, and thereby helps even more people.

Randy has been pursuing this goal and impacting lives for decades. She's an attorney who put her career aside to "homestead" while starting her family in rural upstate New York; then returned to the area to teach law and to write five books about childrearing, relationships and health; and ultimately helped spread the healthy lifestyle world to all on TV shows and radio programs.

"My dream has always including increasing understanding between cultures," Randy said. "I spent many summers abroad with my parents, visiting 29 countries on five continents, so I was set on a path, quite early, to be on an international stage."

Still, Randy knows the best place to have an impact is to start in the home. She's published books on healthy families, based on her own experience and a family counseling practice she ran from home while raising her children.

"The key to world peace is happy, healthy children," she added. "Loving children has to come first, but there's plenty of time to get to the rest. For me, books and Nikken are vehicles to make the world a better place."

Randy is president of the Institute for Creative Solutions, a company that embraces the Nikken concept of balance among the Five Pillars of Health: body, mind, family, society and finances. As Nikken independent consultants, her organization shares the benefits of the "Nikken wellness home" with others.

"These Pillars help us wrap our families in wellness," Randy explained. "Even families that feel handicapped by health challenges have found basic health through energy fields that are supported by our products."

Randy just returned from an invitation-only Nikken leadership retreat, where she learned more about owning her dream and

about Nikken's newest product: a bone health program.

"This is a safe, effective program," she said. "It's been published, has no side effects and doesn't require prescriptions. And of course, there are new Nikken sleep systems to help you sleep well."

Randy relishes her WRN membership and her WRN colleagues. She recommends two books for all working women: Barbara Sher's "I Could do Anything if I Only Knew What it Was" and Margaret Lobenstine's "The Renaissance Soul: Life Design for People with Too Many Passions to Pick Just One." If that doesn't sound like the talented Randy Rolfe, then nothing does. *Finis*



New Membership Policy Assures Maximum Value

Effective April 1, 2010, the Women's Referral Network of Chester County is implementing a rolling membership program. This assures reaping all the benefits as a member of Chester County's oldest networking group dedicated to supporting women-in-business, regardless of the month you join, for a full year.

If you joined during last November or December, your renewal date will be December 1, 2010 to be effective January 1, 2011. If you joined after December 31, 2009, your anniversary date will be the first of the month you joined. Two months prior to your WRN anniversary, you'll receive a renewal packet so you can maintain your active membership and all the benefits that go with it.

If you have any questions, contact Membership Chair **Suzanne Young** of The Pampered Chef at 610-594-5590 or suzeyoung@comcast.net.

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March Business Card Exchange

March Networking at Rowland Printing

Diane Canestra, creative director with Rowland Print Digital Mail, hosted March's WRN Business Card Exchange at Rowland's plant and offices. The large facility, on Route 113 in Kimberton just south of the town of Phoenixville, had a former life as the Kimberton Roller Rink. Rowland is a full-service provider of marketing solutions for achieving clients' business growth. They offer "one-stop-shopping, to save clients time and money," for marketing, graphic design, printing, promotional products, and mailing.

The exchange included tours of Rowland's operations and "speed networking." Diane used her creativity to devise cards with unusual questions for participants to ask and answer as they moved through clusters of networkers. Everyone enjoyed the "out of the box" approach to getting to know the attendees. Many thanks to Diane, Rowland Printing and its staff for providing a great networking experience. You can contact Diane Canestra at 610.933.7400, ext 307 or dcanestra@rowlandgroup.com.

Finis



Kristi Deischer-Eddy (r), Creative Memories, networks with **Linda Shaw**, from the Barrow-Hoenstine Insurance Agency who is sporting a St. Patrick's Day hat to celebrate the holiday, the same day as the card exchange.



Teresa DeVries from Swarthmore Financial Services speed networking with guest Sarah March.

Women, Chester County and the 2010 Census

By Lisa Spangler, Chair, The Chester County Women's Commission

Many thanks to Lisa for sharing this article she wrote for the Commission with us.

When it comes to the U.S. Census, the numbers really do add up, especially for women across the nation... and that includes Chester County.

The Census is more than an opportunity to determine how many people reside in an area; it's also a chance to make sure that the female population is served in the best possible manner.

Consider these quick facts about the females in the county, culled from estimates based on the last Census:

- Women make up 50.6% of Chester County's population.
- 27.7% of the county's firms are women-owned, higher than the state average of 26%.

So what will the 2010 Census's affect be? Three major ways the results of the Census will impact women in our area include:

- The amount of federal grant funding that's given to the county and state to support education for youth and adults. This includes funding that's geared toward helping women advance their knowledge by going back to school. It also includes those monies allocated to assist single mothers in paying for their children's education.
- The amount of federal grant funding given towards health and human services. Women make about 80% of the health care decisions for their families, including seeking out doctor and finding monies to offset the costs of healthcare. In fact, about a quarter of women had health insurance (private or public) in their own names. Thus, they are the "go to" members of their households when it comes to health issues and will therefore benefit from

policies and options related to the wellbeing of them and their families.

- The types of funding opportunities for women who want to start up their own businesses. The ranks of female entrepreneurs traditionally grow each year, and between 1997 and 2006, women-owned businesses increased a sizeable 42%. In the future, Chester County's female entrepreneurs could have a better chance of obtaining start-up funds thanks to funding streams based upon accurate Census numbers.

Make sure you promptly fill out the Census form that comes to your home and send it back (and encourage others to do the same). Doing so will ultimately benefit everyone in your community, especially the women who make Chester County such an incredible place to live and work. *Finis*

Get Your Message Out There

Face it, you have to keep your message out there so that when potential clients have a need for your product or service, your business pops into their heads as the logical solution. The WRNnews offers affordable ways to keep your name readily available to a group of prospects who are looking to do business with other members and can spread your name to their circle of contacts.

Find advertising options in the WRNnews on page 2 and at www.wranchesco.com (click on Online Newsletter). Contact WRNnews Editor **Pam Hesler** at pamhesler@comcast.net with questions and to reserve your ad space. *Finis*

Free Lunch Promotion Ends at the April Luncheon

There's still time for you to be the winner of your choice of two free seats at the May Annual Awards Celebration Luncheon OR a 1/4 page ad in the WRNnews.

Check out the details in the March WRNnews on page 5, "Looking for a free lunch?" and get busy inviting guests to attend the April 13 Luncheon. To access the March WRNnews, or many other previous issues, go to www.wranchesco.com, and click "Online Newsletter" on the left side menu of the homepage. This will take you to a page with the option to click "online newsletters" for more recent issues or "archived newsletters" for earlier issues. *Finis*

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



Laura Bertin of Waiora and Mimely Yours recently attained the rank of "10K Ruby" based on her over \$10,000 of sales in one month. Laura also has 5 business-building distributors joining her to attend the Waiora Annual Convention in Florida. Laura adds, "I was thrilled to teach mime to **Guy Dunn, Jr.**" and thanks Geeks On Call's Guy Dunn, Sr. for the referral.

Scott Darling of RE/MAX Associates recently completed a Distressed Property Expert designation. He has been trained to negotiate with lenders to help homeowners avoid foreclosure and save their credit through a short sale. Scott notes that very few realtors are specially trained to deal with these situations.

Guy Dunn, Geeks on Call, has been profiled in the book, "A Cup of Cappuccino for the Entrepreneurial Spirit." The book is a compilation of inspirational stories from entrepreneurs across all business lines and all over the country. The book tells Guy's story of how and why he became an entrepreneur.

Laura Lorenz of Leading Results just completed an intensive 3-day training in Duct Tape Marketing and is a Certified Duct Tape Marketing Coach.



Julie Brufke Wenger of Phoenix Tax Consultants thanks attorney **Denise Werkley** of Unruh, Turner, Burke and Frees and fitness expert **Linda Jassmond** for speaking at the February CareerCure event Julie organized to help people in career transition.

Guy Dunn, Geeks on Call, helped **Linda Jassmond**, Linda S. Jassmond LLC solve computer issues and provided strategies for keeping her email.

Kristy Deischer-Eddy of Creative Memories thanks **Amy Parnis** of Tastefully Simple for referring a friend.

Lea Tran of Distinctive Designs thanks **Lorraine Kinslow**, Mary Kay, for the moisturizer and cosmetics "to keep me looking younger. It has been fun working with her."

Nanci Hagarty of Mr. Dryer Vent thanks **Jan Muck**, a distributor for Juice Plus, for "helping my family to include fruits and vegetables in our healthy diet."

Betsy Niedziejko of Fulton Bank recently recommended a fellow WRN member for a job opportunity at Fulton Bank.

Ethel Trotter of Shakelee Health Corp. really appreciated the opportunity to network with new member **Sharon Spaeder** of Etcetera. *Finis*

Annual Award Recipients Announced

On May 11, the WRN and its guests will be celebrating 23 years of serving businesswomen in Chester County by awarding four exceptional members as:

WRN Business Woman of the Year
Suzanne Jackson, CPA, Stephano Slack LLC

WRN Advocate of the Year
Christine Singer, CPA, CPCU, Chester County Dept. of Human Services

WRN Citizenship Award
Linda Williams, Scott Honda

WRN Volunteer of the Year
Peggy Centonze, PLH Worldgroup Communications, Inc.

The event will be highlighted by the multi-award winning journalist and nine-time Emmy recipient Lynn Doyle speaking on "Secrets to Entrepreneurism and Making Genuine Connections with your Audience." Doyle hosts and is the executive producer for The Comcast Network's Emmy Award winning "It's Your Call with Lynn Doyle." The earlier start time of 11 am will accommodate an expanded opportunity for networking, enjoying hors d'oeuvres, and bidding on a select group of silent auction items to be followed by a sit-down luncheon, awards presentation and inspiring talk by Lynn Doyle.

Anticipating an early sell-out, co-chairs **Lorraine Kinslow** and **Lea Tran** recommend making your reservation early and sharing the news with colleagues and friends so that they, too, can enjoy this exceptional opportunity for businesswomen. *Finis*

Upcoming Events

April 14 – 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.

April 21 – WRN Business Card Exchange

5:30 to 7:30 pm, Women's Referral Network of Chester County Business Card Exchange Renee Clements, Business Development Officer, and the friendly folks from The Franklin Mint Credit Union at 106 West Market Street in West Chester.

May 20 – WRN Business Card Exchange

6:00 to 8:00 pm, Women's Referral Network of Chester County Business Card Exchange Sponsored by Lea Tran and Distinctive Designs in Norristown. Cost is Free to WRN Members and guests.

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MONTHLY LUNCHEONS

2nd Tuesday of each month

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

May 11 – Annual Awards
Celebration (11am–2pm)

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

WRN Luncheon April 13, 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, March 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.