



IN THIS ISSUE...

2 • WRN Information

3 • April Lunch

4 • Member Spotlight

5 • April BCX

• WRN in Action

• WRN News

• New Members

6 • Calendar

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

WRN

Annual Awards Celebration

featuring keynote speaker **Lynn Doyle**, award-winning journalist from **The Comcast Network**, on **“Reinvention”**



Tuesday, **May 11**, from 11:00 am to 2:00 pm — Doors open at 11:00 this month. Come early to enjoy expanded networking time, hors d'oeuvres, and bidding on a select group of silent auction items.

The Inn at Chester Springs, Route 100 North & Gordon Dr., Exton.
 Cost: \$25 for members, \$30 for guests

(Please note the special reservation policy set for this Luncheon: reservations and pre-payment by May 5. If you have any questions about attending, please contact Executive Director Nina Malone at 610-639-9776 or nmalone@wrnchesco.com.)

In addition to honoring four exceptional WRN members, you'll hear Lynn Doyle talking about “Reinvention.” Life throws us curve balls, personally and professionally. Lynn will share her own story of reinvention to help us gracefully manage life's changes.

Upcoming: Tuesday, **June 8**, from 11:15 am to 1:30 pm (Come at 11:15 for added networking time: lunch is served at noon.) Kristen Kane of Kane Partners talks about “Demystifying Twitter and Facebook for Your Business.” See page 4 for more information.

Lessons Learned in the Great Recession



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

As the economy begins to show signs of recovery I, as a business owner, am making the shift from survival mode to growth mode. Planning the future, I look to the past. What

hard lessons were learned and how will I make my business stronger? I had to chuckle when I realized the particulars of each lesson were different but the core messages date back to my childhood.

Money doesn't grow on trees! Said another way, one should live within her means. I confess, when business was good, I made some financial decisions I later wished I had considered more carefully. For example, we were outgrowing our office and a larger space next door became

available. Instead of moving, we simply expanded, taking both spaces. Lesson: be faithful to your budget and think twice before buying more than you really need.

You must weed the garden! I admit, it is easier to overlook the weeds than to deal with them. From a business perspective, weeds are people or situations that drain resources. I'll offer two examples here. A client really dislikes handling personnel issues. When business was booming, he hired a manager who turned out to be an attractive weed. On the surface he appeared to be working hard. As time went on, it was apparent he did not possess the skills to handle the job but our client, reluctant to go through the hiring process again, spent countless hours fixing mistakes and doing the manager's

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
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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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Lessons... *Continued from page 1*

job. Many hours and dollars later, the tough decision had to be made anyway. Personally, we had a couple of client relationships that were much less than perfect. Looking closely, we realized they contributed a lot of stress but little to overhead and profit. Why? Our services were not the best fit for their needs. Lesson learned: watch for and pull the weeds, giving your garden a healthy place to flourish.

Slow and steady wins the race!

Discipline and perseverance triumph. Implement "best practice" policies and focus on relationships that work within those guidelines. I often counsel clients against financing their customers' business or lifestyle. Many profitable businesses are suffering because of the domino effect, when otherwise good customers are unable to collect receivables and, in turn, cannot pay. Now is a great time to review your terms of sale. Be sure they are clearly stated on the bill of sale or in your service agreement. Set a precedent early in the relationship by strictly adhering to the terms. Explain to your customer how your policies reduce your overhead, allowing you to give them the best service at a reasonable price. Our terms are net 10 and one client consistently paid in 30 days. While annoying, it was a small sum. However, I realized as the invoice aging reached 30 days, we had already provided another 30 days of service. Lesson learned: slow your pace and maintain discipline because it is better to finish second than not be able to finish.

Interestingly enough, although our revenue has decreased, our profits have increased. Working closely with both business and non-profit clients, we surely benefited from observing their challenges and solutions. Many have survived, some have prospered; sadly, others have not.

When life gives you lemons, make

lemonade! There always be obstacles in our path. The American Dream rises from the beliefs instilled in us through our country's history and culture. We have the right to pursue our dreams and the strength to overcome our challenges. Unfortunately, some chose to achieve their dream by taking advantage of others. Many have suffered because of business practices designed to achieve short term goals. Those who saw and did not speak up are as guilty as those directly involved. The "new" business culture must hold owners and employees accountable for their actions. Big and small businesses alike must have a face. I love the Allstate commercial that poses the question "Is this the great recession, or the recession that will make us great?" It is our choice. I am confident soon we'll be drinking lemonade!

*Ed. note: Do you have a "lesson learned in the Great Recession"? We'd love to hear from you for a follow-up to Paula's article in the June WRNnews. Send your comments to Editor Pam Hesler at pamhesler@comcast.net. One of the best things about the WRN is a platform to share our experiences and lessons learned! *Finis**

April Luncheon

Good networking habits revealed

Keeping it simple and listening to others are two “secrets” **Joan Walsh**, a principal with FSMI, shared with attentive attendees at the WRN Luncheon. She also offered a simple formula for creating an effective 30-second

commercial, as well as networking fundamentals every businesswoman should master.

Key takeaways:

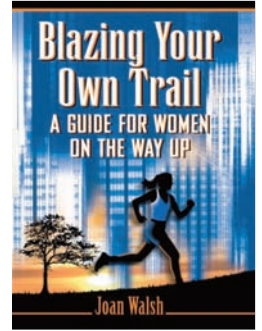
- Networking is the gathering and disseminating of information to get results.
- Giving to others, or paying it forward, will garner good will and good results. So listen to those you meet before you talk.
- Developing a solid vision statement is necessary for your business and the formula for an outstanding 30-second commercial:
 - o What do you do? How do you benefit others? “I offer/assist/help/provide”
 - o How do you do it? Frame this response based on who you are talking to and how you can help her business.
 - o Put “what do you do?” and “how do you do it?” together, and you’ve got a compelling 30-second commercial.

Joan used baseball analogies to teach other networking fundamentals:

- Pre-game Warm-Up:
 - o Mentally prepare and set an intention/goal.
 - o Dress appropriately.
 - o Remember business cards.
- On Deck:
 - o Arrive early, double-check your appearance and make sure your nametag is on the right lapel. First impressions count.
 - o Your business cards go in your right pocket; those you collect go in your left pocket.
 - o Check out the nametag table/guest list and decide who you want to meet (a benefit of arriving early).

Join the WRN of Chester County on Thursday, May 20, from 6:00 to 8:00 pm for a Business Card Exchange sponsored by **Lea Tran** and Distinctive Designs at 2706 Lloyd Lane in Eagleville (near Norristown). Call to RSVP: 610-416-1946. It’s a great opportunity for new and old networking connections.

In Blazing Your Own Trail, business coach and consultant Joan Walsh offers concrete, encouraging guidance about how to overcome these challenges and achieve extraordinary success.



- Play Ball:
 - o Introduce yourself; heading toward the drinks is a good place to start as that’s where people gather.
 - o Smile, make direct eye contact and give a firm handshake.
 - o Talk to people you don’t know; visit with friends another time.
 - o Ask for cards and wait to be asked before you offer your cards.
- Post-Game Wrap Up:
 - o Call and/or email, ideally within 72 hours – but do it regardless. There’s no expiration date.
 - o Input business cards into a database for further follow-up.
 - o If you’re not going to follow-up, don’t invest the time or money in an event.

Now, play ball! Follow Joan’s advice and you will increase your good contacts, secure warm leads and become a successful networker.

Joan assists individuals and organizations to improve results and reach new levels of performance. She can be reached at jwalsh@fsmi.us or 610-444-7985. *Finis*

Honoring Achievement and Service

On May 11, the WRN and its guests celebrate 23 years of serving businesswomen in Chester County by awarding four exceptional members. Together, they give a sense of the range of the WRN’s member businesses: professional services, government services, retail, and technology—with impact locally, statewide and regionally. We congratulate and appreciate our winners for their success and service.

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

WRN Advocate for Women in Business: **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.

Member Spotlight

Spreading the word about Green and clean: E Trotter

The need to find healthy, natural sports products for her son put **E Trotter** on the path to a healthier, Greener lifestyle for herself and for others.

A social worker at heart, E toiled for many years in real estate and insurance. But it was doing her homework about supplements for her son that directed her to Shaklee and her true career.

"I learned the FDA really doesn't look out for us; it's a 'buyer beware' market," E, who is a certified practical nutritional advisor, said. "Then I read about Dr. Shaklee, a man of great integrity and principle, and became an independent distributor for the number one nutrition company in the country."

Helping her family and others find better health was just the start. E is passionate about being Green, and is using Shaklee's Basic H to spread the word. During April, she focused on teaching her team to do Green car washes, which she's been doing for some time. This is a win-win for the charity and for the environment.

"This is a great time to show people how they can get great results from something safe for us and for the environment," E added. "My team and I will help many organizations raise money this year."

E works with schools, sports teams, churches and other charities by donating the Basic H cleaner so all the profits go to the cause. Basic H is part of Shaklee's Green Clean product line. In fact, Basic H was the first Green cleaner on the market, celebrating 50 years in 2010.

The Green Clean line is just one of the many Shaklee products E uses and distributes. E says Shaklee is like owning a mall of

healthy options for personal and home care. The products, the company, the chance to help people and coach her team all are perfect reasons why someone who wanted to go into social work is so happy with her life choices.

With the growing focus on Green causes and interest in good nutrition, E is quite busy these days. Her three adult children are out on their own, so she and her husband are now empty nesters in their Newtown Square home. But that's OK with E, as she has the time to tend to her very demanding business and spread the word about Green and clean. *Fotis*



Taking the mystery out of social networking

At the June 8 Luncheon, social networking expert Kristen Kane will do a **live demonstration** so you can see how easy it is to get a Twitter and a Facebook presence. She'll show how to be successful with social media technologies in a tutorial-type setting. This presentation will be filled with live examples and include an extended Q&A session. You'll leave being able to make the most of your Tweets and your Facebook Fan Page. Don't miss it!

Cost: \$25 for members, \$30 for guests when pre-registered. Reservations must be made by Friday, June 4, at 5 pm to avoid late fees, but you can register and pay right now online at www.wranchesco.com.

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April Business Card Exchange

Networking at FMFCU

Many thanks to Renee Clements and the Franklin Mint Federal Credit Union for a great April business card exchange! *Finis*



FMFCU staff from several branches welcomed the WRN: (l-r) Cindy Ripka, **Renee Clements**, Sumita Suresh, Linda Jones, Kristen Brown and Barb Ragni.



Members **Mary Sheldon**, Better Solutions for Seniors (l), networks with **Joan Hackmann-Gaul**, With Your Best Interests at Heart, in FMFCU's quaint and comfortable offices.



Lori Zytkowicz, Faunbrook Bed & Breakfast and Briggs Auction, (l) chats with guest **Geetu Mistry**, Citizens Bank.

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

WRN NEWS

Most of us connect **Jan Muck** to her work with Juice Plus, but Jan has a whole other role to play with A Cappella Pops. As the group's musical director, she auditions members, chooses their music and directs rehearsals and performances. On Sunday, May 23, at 3:00 pm the group will perform "Rejoice in the Voice" at the Madeleine Wing Adler Theatre in the Swope Music Building and the Performing Arts Center at West Chester University in West Chester. You can get more information at www.acappellapops.com or reach Jan at 610-644-9260.

WRN IN ACTION

Steve Blatman and **Maria Hurley** of Ink Spot Printing and Copy Center, Inc., thank **Paula Paisley** of Paisley Accounting & Computer Solutions for coming to them for printing services.

Betsy Niedziejko of Fulton Bank passed a referral for an estimate to install ceiling fans to **Gene Wayne** of Handyman Matters.

Shaklee's **E Trotter** reported her guest at the February WRN business card exchange hosted by Granite Transformations and **Linda Kennedy** was delighted to gain a new customer by attending the exchange and looks forward to learning more about our organization.

Lea Tran of Distinctive Designs thanks **Jan Hohenberger** of Coldwell Banker Preferred for her referral of a lead for custom services. *Finis*

WRN NEW MEMBERS

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Category: HEALTH & WELLNESS PRODUCTS
Category: COSMETICS / SKINCARE

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e-mail marketing
design consultant



E-mail

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610.436.9353

Now you can join the WRN in any month

Effective April 1, 2010, the Women's Referral Network of Chester County implemented 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. If you have any questions, contact Membership Chair **Suzanne Young** of The Pampered Chef at 610-594-5590 or suzeyoung@comcast.net.

Upcoming Events

May 12 – 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.

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.

June 17 – WRN Business Card Exchange

5:30 - 7:30 pm, Women's Referral Network of Chester County Business Card Exchange. Sponsored by **Randy Rolfe** and The Institute for Creative Solutions. Cost is free to WRN members and guests.

WRN MONTHLY LUNCHEONS

2nd Tuesday of each month

June 8 – Demystifying Twitter and Facebook for Your Business

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)

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WRN Luncheon May 11, 2010

Special reservation policy for the May 11 Luncheon: Reservations and pre-payment must be made by May 5. No walk-ins due to the sit-down luncheon format. Reservations and payment can be made at www.wranchesco.com. Contact Executive Director Nina Malone at 610-639-9776 or nmalone@wranchesco.com if you have any questions about attending. June 8 Luncheon reservations should be made by June 4. Usual pre-registration for the WRN monthly luncheons is appreciated by 5:00 pm on Friday before the event. Luncheon rates for 2010 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 for the June Luncheon by June 4 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.