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

**WRN**

## Facebook and Twitter Demystified

Sponsored by Laura Lorenz and

**LEADING** results

The June Luncheon featured Kristen Kane of Kane Partners projecting actual online examples and lively commentary to explain how to use Facebook and Twitter to gain and retain an audience for your business. Through Kane Partners, a full service staffing firm concentrating on technology clients, Kristen is a leader in teaching job seekers the fine art of using social networking to support their job searches and has evolved a specialty in corporate social networking. You'll find more information about Kristen at [www.kanepartners.net](http://www.kanepartners.net).

Other meeting highlights included hearing from WRN member **Laura Lorenz** of Leading Results, an authorized Duct Tape Marketing coach, who sponsored the meeting. Laura, in line with DTM core principles, embraces technology and the internet as a means of making and maintaining contact with clients. Go to the contact page of [www.leadingresults.com](http://www.leadingresults.com) and you'll see Laura practices what she preaches, but in the meantime contact Laura at [llorenz@leadingresults.com](mailto:llorenz@leadingresults.com).

**Upcoming:** Tuesday, **July 13**, from 11:15 am to 1:30 pm (Come at 11:15 for added networking time: lunch is served at noon.) The Hottest, Cool Networking Event of the Summer. A contradiction? We think not--the networking will be hot, but the air is guaranteed to be cool!

## Lessons Learned = Business 101



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

After receiving positive feedback about last month's article, I asked other WRN members to comment on lessons they or those around them have had to learn again to

weather The Great Recession.

**Save for a rainy day!** Little by little, I have seen a change in saving. How many times have you heard, save, save, save. Many, many people did not and when times were bad, they had nothing to pull from. Today, even if it is a minimal amount from their paycheck, more are "saving for that rainy day."

~ **Adel Ducine**, National Penn Bank

**Diversify!** The past 10 years we have been on a roller coaster ride with investments. Volatile markets took their toll on investors and their tolerance for risk. At the beginning of 2000, monies flowed into stocks and in 2009 monies flowed by about the same swing the other way into bonds. The extremes were chasing returns or a flight to safety. Diversification and building a portfolio that can help investors reach their long term goals is as important today as it was back in the 1930s. Don't just follow the herd; work with your goals as the focus and be well diversified for your risk tolerance.

~ **Teresa DeVries**, Swarthmore Financial Services

**It never hurts to ask!** During this recession I've seen many businesses looking to fire or sue non-paying clients immediately when an invoice

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
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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

### Betsy Niedziejko, President

Fulton Bank • 610-918-8813

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### Nina Malone, Executive Director

WRN of Chester County • 610-639-9776

## Lessons... *Continued from page 1*

isn't timely paid. Before doing so, consider simply asking them why they haven't paid—you may be surprised at the discussion that ensues. If it's economically driven, consider offering a one-time payment plan to get them caught up or defer late fees for a period of time so you at least get some of the invoice paid. Better yet, I've seen how this kind of accommodation and loyalty can solidify the relationship and be greatly rewarded with more business as they get back on their feet. You could instead learn that they were unhappy or didn't understand the value provided. This gives you a chance to evaluate your services from their perspective and an opportunity to reaffirm the valuable points of your product or service. Even if you ultimately have to let them go you may have received payments toward your invoice, or gained some insight into how to handle your future customers—and you won't be any worse off than the day you made the call. ~ *Denise Werkley, Unruh, Turner, Burke & Frees*

**It's mind over matter!** Set your mind to "positive!" Whatever situation you're in is only as bad as your worst thought! Don't allow yourself the thought that we "have a bad economy." Look for customers that need your product or service and deliver with the best customer service possible.

~ *Jennifer Hohenberger, Coldwell-Banker Preferred*

As I thought about these "lessons learned," it occurred to me how much of what we learn in our youth, often with resistance, actually does become relevant in our adult lives. When faced with a tough business decision, think about what your mother would say. And remember how your Dad would add his wisdom: "Listen to your mother." Little did we know that our business education would begin so early in life! *Fenris*

## Survey Says

Did you see an email from Nina Malone with the subject, Design the Ideal WRN? We're hoping you saw it, opened it and completed the survey, but if you haven't, please go back to your inbox and do it!

This summer the WRN Board of Directors is taking a fresh look at the WRN to identify ways to enhance our members' experience in the group. We think it is important to step back and review what we are doing and consider new options. For this we need your input!

Please give the survey a few minutes and help us design the ideal WRN for 2010 and beyond.

## May Luncheon

# Annual Awards Luncheon

Excerpts from remarks made by **Suzanne Jackson** CPA, Stephano Slack, WRN Woman of the Year at the May Luncheon:

When I first started attending WRN meetings, we had no children. It is hard to believe that as I stand before you today, our oldest son is graduating from high school in less than a month. I have sat through WRN board meetings with a baby in a bucket seat on the floor. Somehow we make it all work. My life has progressed through the years and so has the WRN, but the purpose for my participation and the mission statement of the WRN has remained consistent over all those years.

The WRN has had 23 years of success because it stands behind the purpose to which it was established: to promote business opportunities for and among women.

The choice to attend the WRN luncheons and events continues to help shape my success. I was fortunate that the very first CPA firm that I worked for really supported all of their employees getting involved in the local civic and professional organizations. That support has led me to the opportunity to be out in front of people throughout my career and has given me the confidence to stand before you today.

I hope you all continue to make the choice to support not only the organization of the WRN by being present at events but by supporting the members of the WRN in any way you can. *Finis*



**Denise Werkley** (l), an attorney with Unruh, Turner, Burke & Frees, with her nominee and winner of the WRN Woman of the Year, **Suzanne Jackson**, CPA, Stephano Slack. In presenting Suzanne's award Denise said, "Suzanne's philosophy of service as a CPA begins with a strong customer focus and she is widely recognized for her leadership roles, communication and intuitive skills. I personally often recommend her to my clients for those very reasons. Just as important as her professional success as an accountant, Suzanne has always been active in civic, professional and community organizations. Words others shared with me to describe Suzanne are 'amazing', 'savvy', 'smart', 'total package', 'efficient', 'caring', 'direct', 'admirable' and I could continue. Besides all of that, she is simply a pleasure to be around."



**Lynn Doyle** (second from left), a star of *The Comcast Network* and May's keynote speaker, joins award winners **Linda Williams** (l), **Suzanne Jackson** (third from left) and **Peggy Centonze**.

Lynn shared her story of "reinvention" throughout her career in the context of her personal life and changes in her industry. A combination of opportunities, challenges and Lynn's ability to achieve excellence while dealing with change made for an inspiring story. Coupled with her lively delivery, it also made a great keynote for the Awards Luncheon.

Although the Advocate for Women award recipient, **Chris Singer**, fiscal officer for the Chester County Department of Human Services, had to be out of town the day of the Luncheon, Nina Malone projected a film she made earlier of Chris acknowledging her award and congratulating the other award winners. Paula Paisley, who nominated Chris, made the award presentation and comments about her: "Those who know Chris will tell you she's quietly in the background, doing what needs done, never looking for recognition."



**Lorraine Kinslow** (l), Mary Kay, nominated **Linda Williams**, Scott Honda, for the Citizenship Award.

Lorraine comments on Linda's special qualities: "The one word I used to describe Linda Williams is integrity. She is an honest person both in business and her personal life. Linda gives of her time and talent to many causes. She has dedicated herself to volunteering many years with the Girl Scouts so that young girls can have an opportunity for growth. I am confident referring Linda to people because I know she has their best interest in mind."



**Linda Jassmond** (l), Linda S. Jassmond, LLC, had the honor of presenting the Volunteer of the Year Award to **Peggy Centonze**, production manager with PLH Worldgroup Communications, Inc. WRN Executive Director Nina Malone has had the opportunity to see Peggy in action many times as a volunteer with the WRN. Nina says, "Peggy is someone who doesn't know what it means to say 'no.' She's always ready to lend a hand and to provide counsel culled from her many years with the WRN. She has volunteered in almost every WRN capacity, from registration to Membership Chair to Board member. She is a loyal and dedicated long-term member."

## You can join in any month...

...and enjoy all the benefits of membership right away with the WRN's rolling membership.

The mid-year membership has been replaced with the opportunity to join in any month. Subsequent renewal dates will be the first of the month you joined. For members who joined during last November or December, your renewal date is December 1, 2010 with a membership effective date of January 1, 2011. If you have questions about membership, please contact Membership Chair **Suzanne Young** of The Pampered Chef at 610-594-5590 or [suzeyoung@comcast.net](mailto:suzeyoung@comcast.net).



**Lea Tran**, Distinctive Designs, and **Lorraine Kinslow**, Mary Kay, co-chaired the Awards Luncheon. Lorraine, a long-time member who has coordinated many WRN special events, brought her experience to the project and Lea, a newer member, brought her enthusiasm, taking on the silent auction on as her special project for the event. Many thanks to this great team for a job well done. Lea and Lorraine also extend their thanks to Jillian Ehren, WRN events and marketing coordinator, for her substantial assistance.

# Congratulations



# Christine Singer

On being honored as

**WRN's 2010**

**Advocate for Women in Business!**

*DHS is proud of your accomplishment!*



**Chester County Commissioners**

Carol Aichele  
Terence Farrell  
Kathi Cozzone

## Past President

### Paula Paisley, a leader for challenging times

Outgoing WRN Board President, **Paula Paisley** of Paisley Solutions, began her presidency just as the recession hit, and she worked tirelessly to help the WRN not only survive, but thrive, during the past two years.

Paula has always embraced the WRN's vision and mission, and added her own unique style to forwarding the organization's priorities. She is an "outside of the box" thinker who consistently encouraged the Board to look for creative ways to serve our membership, often bringing an interesting "prop" to board meetings to help the board shake off any early morning lethargy and stimulate the flow of ideas. Paula's gift for finding solutions and opportunities, quietly from a position in the background, has helped the WRN in many ways.

As the full complement of board members and committee chairs met on June 1 to kick off the 2010-11 year, Paula reminded the group to continue a successful initiative from the previous year, annual sponsorships. That is the "essential" Paula, a true and dedicated volunteer, in for the long haul and not one to shy away from the tough challenges. In fact, instead of taking what would be well deserved break from volunteer service, she is staying involved as the new Programs Chair. We thank her for her past service and her continued support of our women-focused organization. *Finis*

#### June Business Card Exchange Thursday, June 17 from 5:30-7:30

It's business-building, refreshments & fun summer-style at the Nikken Certified Wellness Home of **Randy and Jay Rolfe**, 988 Jefferies Bridge Road, West Chester. Randy and The Institute for Creative Solutions are sponsoring the event. RSVP by June 15 to Randy at randyrolfe@mynikken.net or 610-429-5869.

WRN card exchanges are Free for both members and guests. Invite a friend or colleague!

#### Question: Where do you go for updated information about WRN Events?

Answer: See the Calendar of Events at [www.wranchesco.com](http://www.wranchesco.com)

*Current information with details about all the Luncheons and Business Card Exchanges through the summer and the rest of the year.*

*"Your membership will be as valuable as the quality of what you put into being a member."*

#### The Summer Line-Up

Since the newsletter will be "under renovation" for July and August, mark these events in your calendar now. There are three great networking events each month; watch our Website for updates and more information.

**Tuesday, July 13**, 11:15 am - 1:30 pm, Monthly Luncheon Meeting - see page 1 for more information

**Tuesday, July 20**, 5:30 - 7:30 pm, Business Card Exchange sponsored by **Karen Miller** of SarahCare Adult Day Care in Malvern

**Thursday, July 29**, 6:00 - 8:00 pm, Business Card Exchange sponsored by **Mary Bigham** and WCDish.com at McKenzie Brew House in Frazer

**Tuesday, August 10**, 11:15 am - 1:30 pm, Monthly Luncheon Meeting -Technology Trends

**Thursday, August 19**, 5:30 - 7:30 pm, Joint Business Card Exchange with the Western Chester County Chamber of Commerce at Citadel Bank in Parkesburg

**Wednesday, August 25**, 5:30 - 7:30 pm, Business Card Exchange sponsored by Dr. **Sara Bonds** at Bonds Eye Care in Downingtown

## May Business Card Exchange Networking at Distinctive Designs



**Paula Paisley** (l), Paisley Accounting and Computer Solutions with **Lea Tran**, host of the May business card exchange held at Lea's Distinctive Designs studio and workshop in Norristown.

**Lea Tran** in the lower right joins WRN members and guests for a group shot in the workshop.

Some samples of Lea's work.



### Your Resource for Committee Contacts

Meet the women who are heading up WRN Committees. Find a committee that interests you and join it! It is a proven fact that getting involved in an organization's infrastructure will fast track your integration into the organization and greatly increases your potential to benefit from your membership. Committee chairs will be happy to answer your questions about their committees and how you can get involved. Or, call them for more information about the WRN programs and services they manage.

**Ambassador Committee: Renee Clements**, Franklin Mint Federal Credit Union 610-696-4999 Opt 3

**Business Card Exchanges: Teresa DeVries**, Swarthmore Financial Services 302-325-0700 ext 11

**Community Relations: Joan Hackman-Gaul**, In Your Best Interest 610-296-0125

**Expo** (November 9 Women-in-Business): Co-chairs **Diane Canestra**, BentleyRowland 610-933-7400 ext 307 and **Laura Lorenz**, Leading Results 610-883-2230

**Marketing and Public Relations: Cary Brooks**, Email Marketing Design 610-436-9353

**Membership: Suzanne Young**, The Pampered Chef 610-594-5590

**Newsletter: Pam Hesler**, Pam Hesler and Associates Photography 610-692-2740

**Programs: Paula Paisley**, Paisley Solutions 610-444-2597 ext 201

**Sponsorship: Nanci Hagarty**, Mr. Dryer Vent 610-399-3638



## NEW MEMBERS

### Robin Marcello

Sales Representative  
 BELLEVUE INSURANCE SERVICES, LLC  
 127 Elkview Rd. NOPU  
 West Grove, PA 19390  
 Phone: (484) 352-1003  
 Fax: (302) 475-2638 Cell: (610) 864-3061  
 Email: robin@bellevue-insurance.com  
 Category: INSURANCE

## CHANGES

Chg Contact person

### Kirsten Bostrom

Light the Night Campaign Coordinator  
 THE LEUKEMIA & LYMPHOMA SOCIETY  
 555 North Lane, Ste 5010  
 Conshohocken, PA 19428  
 Phone: (610) 238-0360 x 261  
 Fax: (484) 530-0833  
 Email: kirsten.bostrom@lls.org  
 Internet: www.lightthenight.org/epa  
 Category: ASSOCIATIONS / GOVERNMENT / ORGANIZATIONS

Chg company name:

### Joan Hackmann-Gaul

Personal Assistant/Daily Money Manager  
 IN YOUR BEST INTEREST  
 903 W. King Rd.  
 Malvern, PA 19355  
 Phone: (610) 296-0125  
 Fax: (610) 296-0125 Cell: (610) 952-6500  
 Email: jhackmann Gaul@comcast.net  
 Category: SENIOR SERVICES

## Upcoming Events

### July 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.

### 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.

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



## NEWS

**Denise Werkley**, an attorney with Unruh, Turner, Burke & Frees and a WRN past-president, recently was named a “Rising Star” by the publishers of “Law & Politics” and “Super Lawyer” ([www.superlawyers.com](http://www.superlawyers.com)). The designation recognizes top up-and-coming attorneys 40 years old or younger who have been practicing for 10 years or less. Congratulations, Denise!

Congratulations also are due for **Betsy Niedziejko**. She shared the good news with us, "I'm very proud to announce that I received the President's Award

from Fulton Bank for top sales performance in 2009. I was ranked #2 out of over 70 commercial lenders. This was a true honor for me." More proof that some of Chester County's most successful women are active WRN members!



## IN ACTION

**Linda Shaw** of the Barrow-Hoenstine Insurance Agency sends along this double referral, “I would like to thank **Michelle Neils** of State Farm Insurance for referring one of her clients to me for business insurance for a new consignment shop on Rte 322 in Glenmoore. The insurance is in place the shop is open for business! I also thank Michelle for sending another of her clients who needed Business Liability Insurance as a Zumba dance instructor. Insurance is in place and....do you know how to Zumba?

*Finis*



## MONTHLY LUNCHEONS

2nd Tuesday of each month

### 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

## WRN Luncheon July 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, July 9, 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.