Women's Referral Network
WRN NEWS
AUGUST 2009
A Publication of The Women's Referral Network of Chester County

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

WRN

Mini-EXPO

Tuesday, **August 11,** from 11:30 am to 1:30 pm
Inn at Chester Springs, Route 100 North & Gordon Dr., Exton

Our August Mini-Expo gets you ready for the marketing and selling season. Network and learn! See page 4 for more information. The August Luncheon is sponsored by **Laura Kollosch** and the Inn at Chester Springs.

Upcoming

Tuesday, **September 8** ~

Dr. Stacy Price from Immaculata University on "Social Networking Dos and Don'ts" Get the word on how social networking sites such as LinkedIn, Facebook, and Twitter can have a positive impact on your business and how to avoid potential pitfalls.

Tough Economic Times: What's marketing got to do with it?

By Renee Brandon, Principal, Open Door Expressions, LLC

There's no doubt about it, times are tough right now. Businesses of all sizes are cutting expenses, delaying purchases, looking for any possible way to bring efficiency to their operations. Bailouts are common occurrences; the most recent "fall down" occurring with CIT Group, the small business financier.

With all business activity eligible for the chopping block, what's the current climate for marketing projects? Generally, the marketing budget is one of the first allotments to be cut. Most owners, uncertain of the times, want only to spend money in areas that directly impact revenue. Need to purchase supplies to make products? No problem, because if you can't make it, you can't sell it. Thus, the issue with marketing – without a direct dollar-for-dollar connection to sales, how can business owners justify marketing costs during times like these?

First, when economic times are brighter, there's not much argument from anyone that marketing is a vital business function. So does a downturn eliminate its need? Absolutely not. Instead, smart businesspeople examine other problems that should be addressed when things go south. For instance, if you were current with the accounts receivables owed you, would you have the cash to spend on marketing? What about your inventory? Are you carrying too much? Dissect your operation to see if tightening your policies in other aspects of your business will free up monies you can use for vital self-promotion activities.

We also can stretch our marketing activities by taking advantage of the many low-cost opportunities available. You can send emailers to 500 prospects on ConstantContact for $15 a month. Another option – as WRN members know – is to participate in the organization's

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WRN*news* 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	$45
1/4 page	3.75" x 5"	color, black/white	$70
1/2 page	7.5" x 5"	PDF, JPG,	$115
Full page	7.5" x 10"	TIF or EPS	$175
Insert	8.5" x 11"	electronic file	$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

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Join now and save for the rest of the year

Saving money off the WRN Luncheon meeting fees and Expo booth rates are just two of many incentives to join now at special rates. Individual memberships are $100 and the company rate is $185, effective through December 31, 2009. Contact Executive Director Nina Malone at 610-639-9776. Or, join online at www.wrnchesco.com. *Finis*

Tough Economic Times *Continued from page 1*

activities and build a strong referral network which can cost even less than ConstantContact. Lean times dictate some creativity, but good marketing requires creativity, too. Start thinking outside the box now for business success.

Even though the last few months have been pretty grim from an economic standpoint, lately, more and more pundits are hinting that better times are just around the bend. In the stock market, analysts always preach buy low, sell high. Well, given our current business cycle "low," it certainly isn't the time to shy away from getting your name in circulation. This is the BEST time to market. As consumers start warming up to the idea of buying again, your efforts are sure to pay off and you'll reap the benefits of doing what made sense all along. During these times, what does marketing have to do with it? Everything. *Finis*

Breathe deeply, repeat...

By Pam Hesler, WRNnews Editor

"I can't believe it's August already." I am thinking that now as I notice the difference in the quality of the light that comes with the shortening hours of daylight. The trees have achieved their deepest green for this year and soon the bird song will be quieting down as the birds start to head to their winter homes.

Now you are aware of all that, right? Well, maybe not, because you have a ton of work to do, your family needs your attention and, frankly, you're tired. I totally understand—I'm in the same boat.

If there is a difference between you and me, it could be that I have been what I call a "nature freak" since I was a little girl so it is built into my DNA to notice things in the natural world around me.

Allow me to suggest a small respite. Take a break from your usual to ride to Springton Manor Farm, a gem of a Chester County Park in Glenmoore—yes, just you—and find a place to sit near at the top of the hill where the house sits and breathe deeply, repeat. Yes, that feels good. *Finis*

July Luncheon

Building Relationships translates to Building Business

The July meeting format was all-networking, focusing on business-building by each person describing her best referral or target market and then relationship-building through answering questions designed to learn more about the person behind the business.

One thing that makes every WRN meeting exciting is the blend of long-time members, newer ones and first time guests, offering a continual opportunity to maintain established relationships, nurture developing ones and explore new connections. At the center of the WRN is the drive to help members build and sustain their businesses. We believe that building relationships provides the best way to generate quality referrals, a key ingredient for business success. WRN president, **Paula Paisley**, puts it this way, "Referrals are a by-product of relationships. As we flow through our lives at work and at home, we hear the magic words, 'I need,' from the people we encounter. 'I need' is an invitation for us to help someone. And as women, our ears perk up because we tend to like to help people. When we successfully help someone with a problem, we feel great. Sometimes the opportunity is more subtle, buried in a story someone is sharing about a current challenge. Tune in, don't miss it. Learn to listen for your chance to make three lives better: yours because you feel good about helping; the person you helped; and the person you referred." July Luncheon attendees came away from the meeting with an enhanced ability to do just that. *Finis*

*It's always great to meet new people such as guest Donna Morrow (l) who is searching for a new position as a sales professional and **Gail Fogel**, owner of Original Images.*

*Guest Pat McFalls and **Janet Gray** from New York Life Insurance Company enjoying the Inn's tempting desserts.*

***Reba Larney** treated her daughter, on summer break, to the "WRN experience"—here they listen attentively to 30-second presentations.*

*Long time members **Linda Williams** (l) from Scott Honda and personal trainer **Linda Jassmond** at the July Luncheon.*

***Debbie Davis** (l), A Gift Because, and **Kim Turnbaugh** from Staybridge Suites Wilmington/ Brandywine Valley exchanging information with other attendees at the July All-Networking Luncheon.*

WRN

NEW MEMBERS

Chris Driver
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Category: CHEF / COOKING SUPPLIES

CHANGES

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Email: kim.turnbaugh@sbsglenmills.com
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Category: TRAVEL, LODGING & MEETING FACILITIES

Upcoming Luncheon

August Mini-Expo and kick off for November Women-In-Business Expo and Workshop

Last summer's Mini-Expo was a hit with members and guests.

Will you be ready for the coming season of selling and promoting your service or product? Be prepared for the Fall crop of trade shows and expos by visiting our August Mini-Expo featuring businesses that can help you prepare, including experts in events, client gifts, graphic design, marketing and communications, photography, printing and copying, and writing. Increase your referral base and learn tricks of the trade for getting the most bang for your company display buck under the summer-perfect tent next to the pool at the Inn of Chester Springs.

The August 11 Luncheon also is the kick-off for Women-In-Business Expo early-bird exhibitor registration and ad sales.

Attendance at the Women-In-Business Expo is FREE, so put the word out now to your contacts to mark November 10 on their calendars. The Expo will be held at the convenient Inn of Chester Springs.

Find out what's new for the 2009 Women-In-Business Expo at the August Luncheon and Mini-Expo. Reserve now for Tuesday, August 11—it's easy with online registration at www.wrnchesco.com: click on Event Registration in the site's menu. *Finis*

Remember: News About Members and the WRN in Action are opportunities for you to expand your networking to all of the ***WRNnews*** readers. It is a member benefit with no additional cost involved. See page 2 for submission details.

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Kimberton, PA 19442

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FAX (610) 917-8891

WRN IN ACTION

Our member-vendors often work quietly behind the scenes going above and beyond the scope of the remuneration they receive from WRN for providing services or products. Last month we thanked our long time newsletter printer and mailing service, Ink Spot Printing and Copy Center, and now we want to say a special thank you to **Deb Cenci**, of Cencible Marketing, who is the graphic designer for the ***WRNnews***. We are so pleased that Deb has been able to make the transition with us to the electronic version of the newsletter. During the years she has done design for the newsletter she has dealt with all manner of challenges thrown her way and has been incredibly generous in donating her services. Just last month she solved a space dilemma by donating the design fees for an additional page which made it possible to include all the material we had prepared. Thanks, Deb, for being the creative, generous and accommodating person that you are.

Nanci Hagarty of Mr. Dryer Vent thanks **Janet Gray** of New York Life for her time and patience while reviewing old and processing new insurance policies. *Finis*

Member Spotlight

Jen Hohenberger: Her specialties make her special

Jen Hohenberger has been taking care of special populations since starting her own pet sitting business at the tender age of 11.

Today, she's still catering to pet owners as well as seniors in her real estate business at Coldwell Banker Preferred in Exton.

"I've been a little sales person since 11," she said. "It's just my thing; I really enjoy helping people."

But Jen owes her foray into real estate to post-college advice given by her mother: "quit moping around the house and try real estate." Since her family had moved a lot, real estate was a big topic at home. In fact, Jen had wanted her own house since she was a pre-teen.

Armed with her Spanish major from West Chester University and her trademark optimism, Jen dove into real estate, took classes and earned prestigious designations. Besides being a Realtor, she's an ABR (accredited buyer's representative), a GRI (graduate of the Real Estate Institute) and a SRES (Seniors Real Estate Specialist).

It's the latter that has been one of her passions. After managing her grandmother's post-stroke rehab and recovery, Jen took the resources she'd found and became involved with a network of senior care providers.

"I knew the mindset of the stepping-down process, and had made connections with all the resources," she said. "I'm pleased to offer those services to my clients, and do so from a place of real understanding."

Jen also caters to those with pets, another natural for a woman who has a rescue dog. She includes pets in the home-buying journey, whether that's finding a pet-friendly hotel for out-of-towners or recommending a good pet day care.

"It's about being a resource," Jen added. "I do whatever it takes to accommodate my clients not just with real estate, but with real life issues, like helping their aging parents or making sure a pet has care."

In her spare time, Jen gardens, and enjoys walking her rescue dog, Tucker. She's been a WRN member for five years, having been referred by Joan Walsh during a professional coaching session.

"She told me I had to get out and learn to network because an ad or business card wasn't going to sell who I am," Jen explained. "I realized networking helps me better myself, and that I had to own it, not fear it. That's when I got really involved with the WRN."

In addition to being the WRN's Community Relations chairperson, Jen also is a member of the Exton Region Chamber of Commerce; NetCare, an organization of senior care providers; and AWW (Aging with Wisdom), an educational group that gives talks to educate seniors and their children.

WRNers know Jen as an outgoing bundle of energy. Her clients know her as that, and as someone willing to go the extra mile to meet their special, and very personal, needs. *Finis*

July Business Card Exchange

Scenes from a BCX

***Paula Paisley**, Paisley Accounting & Computer Solutions and WRN Board President, and **Jillian Ehren**, WRN Events and Marketing Coordinator*

*The Art Trust Gallery at the Meridian Bank in West Chester exhibit, "6x6", made a unique backdrop for the July 22 WRN Business Card Exchange hosted by **Miriam Cash** of Equilibrium Design and Consulting. Attendees enjoyed a wine and cheese buffet while they exchanged information and enjoyed the gallery's current multi-medium installation of 21 regionally and nationally acclaimed artists' six 6"x6" works of art totaling 126 pieces to help raise funds for The Art Trust.*

*Jess Annas (l), Barbara Jackson and Sara Lowery, all from Meridian Bank, with Business Card Exchange host **Miriam Cash** (third from left)*

***Candida Franklin** (l), Spirit Girl jewelry designer, and **Teresa DeVries** of Swarthmore Financial Services*

*Karl Grentz (l), from Xerox, Barbara Jackson, deposit operations manager at Meridian Bank, **Nanci Hagarty**, Mr. Dryer Vent and WRN Board Member, and a new WRN member, **Theresa Grentz** from Immaculata*

*Jess Annas from Meridian Bank talks with a brand-new WRN member, **Nancy Doane** of Masterpiece Framing*

***Miriam Cash**, Equilibrium Design and Consulting, with **Ellen Fisher**, Women's Yellow Pages and 2009 WRN Advocate for Women in Business*

***Miriam Cash** (l) awards raffle winners, guests Cynthia Goch (c), Tastes and Time, and Nancy Gentle Boudrie, Awaken with Light. Many thanks to Miriam for a delightful evening.*

You can reach Miriam by phone at 610-692-0103.

Visit her website, designsbequilibrium.com.

WRN

Deb Cenci, Cencible Marketing, has completed a website re-design project for Veekoo Asian Restaurant in Royersford. Members are invited to check it out: VeekooAsianCuisine.com

Cencible Marketing now has clients in New York, Chicago, Baltimore, Georgia, California and Colorado...as well in the greater Philadelphia region. *Finis*

Don't miss these card exchanges...

August Business Card Exchange with Western CC Chamber

Join us Wednesday, August 19, 2009, from 5:00 - 7:00 pm for a Joint Business Card Exchange with the Western Chester County Chamber of Commerce.

Come network with our friends from the WCCC, make new and renewed connections in a relaxed environment at beautiful Springton Manor Farm in Glenmoore. Light refreshments and camaraderie make for a perfect summer end-of-day networking event.

September Business Card Exchange puts WRN center stage

Join us Wednesday, September 16, 2009, for a Business Card Exchange from 5:30 - 7:30 pm. It's a "Meet the WRN Exchange and Membership Extravaganza" at Fulton Bank in West Goshen, PA.

If you are interested in networking with fellow WRNers and learning more about the WRN you'll want to be here. This is a great opportunity to introduce friends to the WRN and let them see why it is the area's premier women's networking group. Refreshments, raffles and prizes will complete this fun and fruitful evening.

Upcoming Events

August 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.

August 19 – WRN Business Card Exchange
5:00-7:00 pm, Joint Business Card Exchange with the Western Chester County Chamber of Commerce at Springton Manor Farm in Glenmoore

September 16 – WRN Business Card Exchange
5:30-7:30 pm, Meet the WRN and Membership Extravaganza at Fulton Bank in West Goshen

October 22 – WRN Business Card Exchange
5:30-7:30, Oktoberfest at Phoenix Financial in Phoenixville

WRN

MONTHLY LUNCHEONS

2nd Tuesday of each month

August 11
Mini-Expo

September 8
Social Networking

October 13
Technology Trends

November 10
Women-In-Business Expo & Workshop

December 8
Community Relations Partner Holiday Luncheon

WRN Luncheon August 11, 2009

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, 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.