



IN THIS ISSUE...

- 2** • WRN Information
- WRN Expo

- 3** • August Mini Expo

- 4** • More Tips

- 5** • Member Spotlight

- 6** • August BCX

- 7** • New Members
- Meeting Protocol

- 8** • WRN in Action

- 9** • Member News

- 10** • Calendar

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

WRN

Social Networking Dos and Don'ts

Tuesday, **September 8**, from 11:30 am to 1:30 pm
 Inn at Chester Springs, Route 100 North & Gordon Dr., Exton

Dr. Stacy Price from Immaculata University: 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.



Upcoming

Tuesday, **October 13** ~ Jennifer Grillo of Adagio Consulting Group on Technology Trends

Expos and the answer to...



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

WHAT'S IN IT FOR ME? That is the question a potential Expo vendor asks herself. Is it a smart business move for me?

How can I make it a successful marketing strategy for me?

Since you are reading this in the WRNnews, let's think about an expo as an opportunity to generate referrals as well as direct contacts. You've heard me say many times that in order for someone to refer your business, you must come to mind when the words, "I need" are heard. So let's look at how you can employ the six senses (yes, I did say six) to create top of mind awareness (TOMA) so your product or service comes to an expo attendee's mind later on, when an opportunity to refer arises.

Imagine the experience of your potential client as she walks through the expo...

Seeing: Your expo display is an opportunity to draw attention to your product or service. Your display must catch the eye of potential clients who are searching expo rows for something that engages their attention.

Hearing: Your voice needs to welcome in a sincere way. We aren't talking about a sales pitch. Welcoming with a genuine smile, introducing yourself and your business, and then pausing to let the visitor introduce herself helps to tamp down anxiety for both parties. Ask about her business. Listen closely for clues as to how you might be able to help her. It's likely she will then ask about your business. Having already given her own introduction, she isn't preoccupied by figuring out what she is going to say, so she can listen to you. Prepare and rehearse questions that help her determine if she or someone she knows may need your product or service.

Smelling: Scents from fragrant flowers, potpourri or a soft perfume can complement the impression you are trying to make. It's a subtle way to put everyone at ease while dressing up your display.

Tasting: Offering small water bottles, mints or chocolate (or perhaps a sample if your product is edible) is hospitable and often a welcome respite for attendees who, after all, are expending a lot

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

© 2009 Women's Referral Network of Chester County

All Rights Reserved

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

Paula Paisley, President

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

Renee Brandon

Open Door Expressions • 610-274-8093

Valerie Clemens

Valerie's Dance Studio • 610-696-5015

Nanci Hagarty

Mr. Dryer Vent • 610-399-3638

Pam Hesler

Pam Hesler & Associates Photography
610-692-2740

Susan Lacy, Treasurer

First Financial Group • 610-766-3031

Susan Mangold, Esq., Secretary

Lamb McErlane PC • 610-430-8000 x422

Betsy Niedziejko, Vice-President

Fulton Bank • 610-918-8813

Nina Malone, Executive Director

WRN of Chester County • 610-639-9776

Thanks to our August Sponsor

The Inn at Chester Springs is the place where people come together, whether for a wedding, corporate meetings, live entertainment in the lounge or just a quiet getaway. Service is its number one priority,

removing the everyday distractions from your life and surrounding you with quiet pleasures. For more information, call **Laura Kollosch** at 610-363-1000. *Finis*

2009 WRN Women-in-Business Expo & Workshop News

By Nina Malone, Executive Director

Our Women-in-Business Expo & Workshop is set for Tuesday, November 10, 2009, at the Inn at Chester Springs. Key enhancements to make for an even better exhibitor experience include a new time frame of 10:30 am to 3 pm and workshops led by impressive speakers, paced so there's ample time for attendees to browse the exhibit hall before and after, even if they attend all three workshops.

THE EARLY BIRD EXHIBITOR REGISTRATION DEADLINE IS SEPT. 15!

Create your own economic stimulus plan by signing up early for the best value. Attendance and the workshops are free, so you know there's going to be a great crowd once again. But discounts on exhibitor tables run out Sept. 15. Don't delay! Learn more at http://www.wrnchesco.com/expo_workshop.asp. Or, download the forms and get your EARLY BIRD DISCOUNT today! Go to

http://www.wrnchesco.com/expo_forms.asp to get started. And, don't forget your ad: http://www.wrnchesco.com/Expo_exh_ad_form_2009.pdf.

SPONSOR OPPS: Want to get even more bang for your Expo buck? Become a sponsor! There's high visibility with a sponsorship, and opportunities start at \$400. Join our distinguished list of sponsors and promote your business before, during and after the event: http://www.wrnchesco.com/Expo_sponsor_form_2009.pdf

WORKSHOPS: The theme is "Sustainability: Your Environment, Your Business and You."

11:00 am ~ "Sustaining the Environment through Design" by Carie Shingleton, NCIDQ, LEED AP, EnV Interiors.

Continued on Page 8

August Luncheon Member Mini-Expo

The August Luncheon featured a Mini-Expo of six member product and service businesses that have something to offer an Expo exhibitor. Check them out in their photos below and along with their comments, including their best tip for an expo exhibitor. *Finis*



The Luncheon was held at the Inn at Chester Springs, our August Luncheon sponsor, in the Inn's tented facility. This provided a more informal atmosphere, perfect for a summer meeting.

Maria Hurley and Steve Blatman Ink Spot Printing

Our most useful product/service for an expo vendor:

Before the Expo: publicity flyers, direct mail pieces, statement stuffers.

During the Expo: printed give-aways, informational pieces, and data collection aids.

Follow-up: notecards, direct mail pieces.

Other products/services I want you to know about:

We can use your database to customize your mailings for each recipient.

Our best tip for expo vendors:

Other than the obvious, having a give-away raffle is a way to acquire names with permission for further contact.

Our history with the WRN:

We go back almost to WRN's founding. Maria has been a member since 1991, and one of Ink Spot's founders was a member in the late 1980s.

Editor's note: Ink Spot printed and mailed the *WRNnews* for years and has donated many printed pieces for the organization through the years.



Deb Cenci Cencible Marketing



My most useful product/service for an expo vendor:

Producing creative materials to make your expo a success.

Other products/services I want you to know about:

Over the past 40 years, there isn't any form of advertising or marketing communications I haven't already done for companies large or small, start-up or well-established. And not to give away my age, but I must've started when I was 3!

My best tip for expo vendors:

Wear a nametag with your name really large and be prepared to follow up quickly on every lead — they'll remember your name because it was so easy to see!

My history with the WRN:

I've been a member since Pam Hesler was president! Plus have donated my time, services, fine art and more — helping WRN grow and succeed has been very meaningful to me.

Thank you to our Sponsor:

Laura Kollosch and

THE
INN^{at}
Chester Springs

More August Luncheon Helpful Tips

Kathy Lick-Pilla DesignDesign



My most useful product/service for an expo vendor:

Assistance with design and purchase of tradeshow booths, banners, brochures and cards for support materials. Professional, quality presentation is key for display and giveaways.

Other products/services I want you to know about:

Booth rentals or assistance with choosing products that fit your budget; tips on how to work the show; interactive slide shows or PowerPoint presentations.

My best tip for expo vendors:

Don't just stand there MEET, GREET and TALK; QUALIFY PROSPECTS; ASK QUESTIONS, LEARN MORE, to identify a fit between your product/services and their needs.

My history with the WRN:

I have been a member for 2 years, currently chair the Program Committee and donate services to the WRN.

Charlotte Emrich CP Emrich



My most useful product/service for an expo vendor:

I can put your leads from an expo in a database organized so you can maximize the opportunity to turn leads into solid business.

Other products/services I want you to know about:

A lot of business owners hate paperwork—I don't. Outsource that paperwork to me and get back to doing what you do best.

My best tip for expo vendors:

Look people in the eye and LISTEN to them. Determine if you can meet their needs—don't be afraid to tell them if you aren't the right person for the job—they'll appreciate the honesty.

My history with the WRN:

Joined in 2000. Served on the Anniversary Committee in 2001, as Board secretary from 2001-03, and have been the WRN database administrator since 2003

Renee Brandon Open Door Expressions



My most useful product/service for an expo vendor:

I provide trade show exhibitors with the design of their display signage which can range from a collapsible backdrop to a vinyl banner.

Other products/services I want you to know about:

I can provide brochures; sell sheets or even promotional items to compliment trade show displays.

My best tip for expo vendors:

Don't just rely on your display. Reach out to the crowd and draw them toward your booth. Speak first and ask them if you can help them.

My history with the WRN:

I've been a member since 2006. I served as Ambassador Committee Chair for one year, board member for 2 years and was the Interim Executive Director prior to Nina Malone's taking the permanent position.



Pam Hesler Pam Hesler & Associates Photography

My most useful product/service for an expo vendor:

A professional, targeted-to-your-business head shot can be used on multiple marketing materials to create a memorable, positive impression on potential and current clients.

Other products/services I want you to know about:

Photographing people is my specialty—I love working with families, children and family pets in portraits at my studio, their home or outdoors.

My best tip for expo vendors:

Stand, don't sit, at your display. Make sure you and anyone who is representing you looks alert, happy and easy to meet. Be sure to thank people for coming.

My history with the WRN:

A member since the WRN's start, I've served as president, public relations chair and newsletter editor.

Member Spotlight

The WRN helps Suzanne Young expand her reach

Meeting and being in contact with “fabulous, dynamic, wonderful women” is just one of the many ways the Women’s Referral Network of Chester County helps **Suzanne Young’s** business grow.

A WRN member since 2004, Suzanne enjoys the chance to interact with other businesswomen and to demonstrate her Pampered Chef business is just that: a bona fide enterprise.

“When some people hear you’re in direct sales, they dismiss it as a hobby or pseudo-business,” she explained. “And, that couldn’t be further from the truth. Direct sales companies – like The Pampered Chef – offer women amazing part- and full-time business opportunities. There’s no ‘economy’ issue here; we’re always hiring.”

Suzanne is proof positive that direct sales works. She was just recently promoted again, this time to Advanced Director. She’s been with The Pampered Chef since 1998 and has seen consistent growth over the years.



“I do get a handful of shows from going to WRN meetings each year, and certainly clients,” she added. “But it’s the chance to get out there, network, sell myself, and see how I can help and connect with others that’s the real membership benefit. Plus, when I need a service I know just who to call!”

Over the years, Suzanne has noticed other women in all fields feel the same. She says networking enhances professionalism and gives her confidence because presenting herself and her business to people offers “invaluable learning and hones listening skills.”

“Excellent sales isn’t about ‘what you can do for me’; it’s about ‘what I can do for you.’ For me, that’s providing great service, whether that’s looking at a catalog, booking a show or calling back in a month,” Suzanne said.

Networking at the WRN has helped Suzanne take the “long view.” She’s seen that when she makes enough contacts by simply talking to people, the business will happen.

“Direct sales is absolutely terrific with exciting personal growth,” she said. “Every day I get to ask myself, ‘who can I help today?’”

By being a resource for others, Suzanne has demonstrated time and again that a smart salesperson can also help her own business grow. *Finis*

IF THERE WAS A PRODUCT THAT COULD LITERALLY SAVE THE LIVES OF THOUSANDS ...

...and may even save the life of someone you love,
WOULD YOU LIKE ME TO TELL YOU ABOUT IT?

Introducing Waiora's NATURAL CELLULAR DEFENSE. It's a Volcanic mineral liquid supplement that removes heavy metals and toxins from the body safely and effectively, without any detox symptoms.

Sound too good to be true? Natural Cellular Defense has earned the FDA's "GRAS" status -Generally Recognized As Safe! That makes it safe for children and child-bearing women, and safe for YOU.

BONUS: If there was a business opportunity of a lifetime attached to this amazing product ...
WOULD YOU LIKE TO KNOW ABOUT THAT, TOO?

ASK ME: Laura Bertin

Cell: (610) 547-6463 or Home: (610) 640-4666
www.mywaiora.com/195323



Pam Hesler & Associates *Photography*

We guarantee you'll be happy with your business portrait, so give a call to schedule your appointment and receive our tips on using photography for your expo display and other marketing materials.

610.692.2740 pamhesler@comcast.net

www.PamHeslerPhoto.com

August Business Card Exchange WRN & WCCCC

Springton Manor Farm, a Chester County Park in Glenmoore, provided a lovely backdrop for our August joint business card exchange with the Western Chester County Chamber of Commerce. Kelly's Caterers of Downingtown provided an outstanding buffet and butlered appetizers, and select WCCC sponsors displayed information about their products and services. It was a great opportunity to catch up with friends and colleagues and to meet new contacts in the unique setting of the Springton Manor House. *Finis*



Steve Blatman, Ink Spot Printing (l), talks with **Nancy Doane**, Masterpiece Framing, and her husband



Paula Paisley, Paisley Accounting and Computer Solutions, Inc. (l) shares a laugh with Michele Cunningham from NumberKruncher



Donna Siter, executive director of the Western Chester County Chamber of Commerce (l), is joined by **Jillian Ehren**, Events and Marketing Coordinator for the WRN, and the WRN Executive Director, **Nina Malone**



Kristy Deischer-Eddy, Creative Memories (l), and **Katherine Kuroczko**, GK Productions, are joined by Doug Thompson from Citadel Federal Credit Union



Rebecca Hobbs, from Arbonne (l) and **Sara Lowery**, Meridian Bank, talk about business



NEW MEMBERS

Nancy Doane, Owner
 MASTERPIECE FRAMING
 100 Hopewell Rd.
 Downingtown, PA 19335-1067
 Phone: (610) 269-1292
 Fax: (610) 518-0392
 Cell: (610) 563-7637
 Email: masterpiece1292@aol.com
 Category: PHOTOGRAPHY / ALBUMS /
 FRAMING

Sara Lowery
 Manager, West Chester Branch
 MERIDIAN BANK
 16 W. Market St
 West Chester, PA 19382
 Phone: (484) 905-5990
 Fax: (484) 905-5998
 Email: slowery@meridianbanker.com
 Internet: www.meridianbanker.com
 Category: BANKING

Carol-Lynne Wilson
 WILSON WORKS
 212 Whistling Swan La.
 Downingtown, PA 19335
 Phone: (610) 321-1766
 Cell: (610) 220-1884
 Email: clwilson8@verizon.net
 Category: ADVERTISING & WRITERS /
 EDITORS

Tracy Wing
 Director of Business Development
 STANDOUT MARKETING SERVICES
 127 E. Chestnut Street
 West Chester, PA 19380
 Phone: (610) 344-9410
 Fax: (610) 340-2361
 Cell: (484) 888-2837
 Email: tracyw@getstandout.com
 Internet: www.getstandout.com
 Category: MARKETING /
 COMMUNICATIONS

What's the Protocol?

Knowing what to expect and what's expected in a given situation makes it a whole lot easier to participate with confidence. With that thought in mind, we decided to address some topics about what to expect when you are at a WRN Luncheon. Even if you have been a long-time member, these tips will benefit you as much as they will our newer members and guests.

Monthly Luncheon ~

Doors open at 11:15 am

Second Tuesday, 11:15 am – 1:30 pm
 (note the earlier start time)

Inn at Chester Springs, Rt. 100 and Gordon Dr., Exton, PA

• Check-In: We're Glad You're Here!

Pre-paid members and those who pre-paid online ~ simply highlight your name on the Pre-Paid List. Using the pre-pay option makes it so easy to get started networking right away.

Members paying at the door ~ credit cards, checks (pre-written to WRN of Chester County) or exact change cash are accepted. Please pay before you enter the room.

Guests should stop by the Guest Table first to sign-in and get a nametag, and then pay at the registration table. Credit cards, checks (pre-written to WRN of Chester County) or exact change cash are accepted. Please pay before you enter the room.

• Member Display Space: Free!

BUT please note: unless you're a Luncheon sponsor, there is no selling at monthly Luncheon meetings. Selling at the meeting is available exclusively to our luncheon sponsors.

You're welcome to display your products and services at our Luncheon within certain parameters. Please respect the "about a foot" rule: you can use up to about as wide as your shoulders and half the width of the table

for your display. If you have a small, stand-up display, please make sure you display on the back half of the table so there's room for another member in front of you.

Once you've set up your display ~ it's time to network, but please don't create a "traffic jam" by standing in front of your display. The idea is to make everyone's materials accessible to all. Please step outside of the "3-foot traffic lane" in front of the display tables when you aren't actively viewing the displays.

• Guest Display Space: Free!

Guests are welcome to leave brochures and/or business cards on the designated Guest Display Table. Space allotted equals the size of your brochure only, displayed flat on the table. No stand-up display space is available for guests, but if you join the WRN, that is one of many member benefits you can enjoy.

• Luncheon Table: Network!

Select a table and, if you want to maximize your opportunities, sit with people you don't know. Make a new contact and watch your business grow.

Informally introduce yourself before the announcements start. There will be time for 30-second commercials during lunch.

Only our Luncheon and Business Card Exchange sponsors may leave literature at each place setting or on the table. Sponsor an event and you can enjoy that privilege! Members and guests may not circulate literature at the table ~ but please do make sure you have your business cards ready to pass during the 30 second commercials.

30 second success comes first and foremost from keeping your commercial to 30 seconds. A good commercial includes your name, company name, ideal client, tag line, and your name and company name as the close. Write it down and practice it, and you'll not only keep to 30 seconds, but you'll make a great impression with a polished, professional pitch. *Finis*



610.444.8868 | www.designdesignonline.com

119 S. BROAD ST. KENNETT SQUARE, PA 19348

Targeted Services for Business Strategies

GRAPHIC DESIGN | MARKETING | WEBSITES | PACKAGING | BRAND EXPERIENCE



IN ACTION

Katherine Kuroczko, of GK Productions, thanks **Charlotte Emrich**, of C.P. Emrich, for the referral to Dawg Day Afternoon, a dog daycare and training business, and the opportunity to design a fun brochure for the business.



Amy Parnis, of Tastefully Simple, thanks **Nanci Hagarty**, of Mr. Dryer Vent, for scheduling a taste-testing party through her. Nanci also expressed her thanks for Amy “making great food easy to get and use by bringing her order to the WRN meeting. That’s great service!”



Nanci Hagarty also is thanked by **Janet Gray**, of New York Life Insurance, for referring a prospect.

Renee Brandon, of Open Door Expressions, thanks **Deb Davis**, of A Gift Because . . ., for asking her to provide product photography for her marketing materials.



Rebecca Hobbs, of Arbonne International, referred a couple to **Valerie Clemens**, of Valerie’s Dance Studio, for dancing lessons. Rebecca also referred a client to **Lea Tran**, of Distinctive Designs, for window treatments.



Scott Darling, a realtor with RE/MAX Action Associates, referred **Sue Bullock**, of Tuttle Marketing, to the Philadelphia Union Professional Soccer Team (new to Chester, PA) to supply them with promotional products.

Pam Hesler, Pam Hesler and Associates Photography, thanks **Mary Kot**, of Executive Impressions, for asking her to create business portraits for Mary’s marketing materials.



Deb Cenci, Cencible Marketing, thanks **Lori Zytkowicz** of Faunbrook B&B and Briggs Auction for taking that airplane out of her backyard (not to mention all of her other stuff and pictures)!



Diane Hedrick, with Herbalife International, thanks **Suzanne Young**, of Pampered Chef, “for making getting lunches ready in the morning so much easier with Pampered Chef tools!”

Finis

Expo News *Continued from page 2*

12:15 pm ~ “Sustaining Business Relationships” by WRN Past Presidents Denise Werkley, Esq., a principal with Unruh, Turner, Burke and Frees, and Suzanne Jackson, CPA, Director of Business Development for Stephano Slack LLC.

1:00 pm ~ “Sustaining Yourself” featuring a healthy and delicious cooking demo presented by Janet Zappala, TV personality, certified nutritional consultant, cookbook author and writer for New Visions magazine.

Questions? Need more information? Contact Executive Director Nina Malone at nmalone@wrnchesco.com or 610-639-9776. *Finis*

President’s Message *Continued from page 1*

of energy as they make their way through expo displays.

Feeling: A warm handshake after a pleasant conversation says, “I’m happy to have met you and I appreciate your stopping by.”

Intuiting (Sense #6 = Intuition): As an attendee moves to the next display, she will formulate an opinion about you and your business. And, if you were successful in employing the other five senses, that little voice in her head will say “What a nice person. I think I will be doing business with her sometime soon.”

So what’s in it for you? Expo displays are an opportunity to impress your prospective customer in multiple ways quickly and at a reasonable cost. Creating a plan to stimulate all six senses through your display will help

imprint the memory of you and your business on attendees’ minds – the all-important TOMA – so they think of you not only for their own needs, but also when they come across other people who could benefit from your business. *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.



MEMBER NEWS

New member **Nancy Doane**, of Masterpiece Framing, is proudly celebrating two years in business as of August 15, 2009.



It's also anniversary time for **Kristy Deischer-Eddy**, who is celebrating ten years as a Creative Memories Consultant. Kristy returned from a recent Creative Memories convention with new digital products and services she is excited to share.



Deb Cenci, of Cencible Marketing, is developing a website for the non-profit Message of Hope Foundation.



Deanna Weiss, of Habitat for Humanity of Chester County, announces that the organization has settled on seven new homes this summer and will be kicking off a Women Build in 2010. *Finis*

Member Spotlight Shines on WRN in Action

By Pam Hesler, *WRNnews* Editor

As the *WRNnews* editor, I was pleased to introduce a new concept for our Member Spotlight feature during our August Luncheon. Member Spotlight, written by **Nina Malone**, WRN executive director, is a coveted, exclusive opportunity for members to be featured, with a photograph, in the newsletter. Up until now, that opportunity has been won via a drawing from members' business cards collected at each meeting.

The focus now is on referrals: new rules. Member Spotlight still will go to the winner of a drawing at each Luncheon meeting, but you can only enter when you refer or are referred by another WRN member. Each month, we'll draw from all those who submit the blue referral forms for WRN in Action at the Luncheon, along with any online submissions to WRN in Action received since the previous month's Luncheon. So, you can see that now there is even more motivation to get those referrals submitted. It's a win-win: referrals submitted will also run in the newsletter's WRN in Action section, even if you don't win the drawing for the Member Spotlight.

What is WRN in Action? It tells about a member referring business to another member. It can be submitted by either the person who referred the business, the person who received the referral or both.

The Member Spotlight will feature only the person who has submitted the form and whose form has been drawn, not both parties involved in the referral. And, please remember that you need to get the permission of the person about whom

you are writing before you make your submission. So, for example, if I am thanking **Mary Kot** of Executive Impressions for coming to me for her business portrait, I need to check in with her to make sure she is ok with publishing that information. In return, Mary also may thank me for handling her portrait by submitting that information at the Luncheon or online. Don't forget that referrals of business outside our network from members to members are a very important part of the referral chain. So, for example, if Mary refers me to a friend of hers for a business portrait, this is a referral we want to publish and would be entered into the drawing, also.

Of course, there can only be one winner each month. So keep referring WRN members, and make sure to let us know when you do. You can find the online form at <http://www.wranchesco.com/newsletterinfoform.asp>. *Finis*

advertising

marketing communications

collateral

websites



cencible.com

610-933-5874

LIFE
HEALTH
DISABILITY
COMMERCIAL



HOME
AUTO
TAX DEFERRED
ANNUITIES

Linda L. Shaw, LUTCF

BARROW-HOENSTINE INSURANCE AGENCY

2383 Kimberton Rd.

P.O. Box 638

Kimberton, PA 19442

(610) 917-8890
FAX (610) 917-8891

WRN Luncheon September 8, 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.

Don't miss this...

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.



Introducing the ODE Marketing Plan Quick Fix™

Take a planned approach to market your business.
Strategize • Plan • Implement



Looking for ideas?
Follow the blog,
"Renee's Marketing Talk"
visit www.OpenDoorExp.com

renee brandon
principal

phone 610.274.8093
email renee@OpenDoorExp.com
web OpenDoorExp.com

WRN MONTHLY LUNCHEONS

2nd Tuesday of each month

September 8
Social Networking

October 13
Technology Trends

November 10
**Women-In-Business
Expo & Workshop**

December 8
**Community Relations Partner
Holiday Luncheon**

Upcoming Events

September 9 – 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.

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