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

**WRN**

## Technology Trends

Tuesday, **October 13**, from 11:30 am to 1:30 pm  
 Inn at Chester Springs, Route 100 North & Gordon Dr., Exton

Technology has worked its way into every facet of our businesses, from smart phones to complex servers and everything in between. At our October Luncheon, Jennifer Grillo of the Adagio Consulting Group will not only tell us about the latest and greatest, she will help us to use technology to streamline our businesses, exceed customers' expectations, save money and prosper.

*Sponsored by  
 Adel Ducine and*



## Upcoming

Tuesday, **November 10** ~ Women-in-Business Expo & Workshop. Presenting Sponsor: Lamb McErlane PC. See pages 7 for more information.

## Paper – Our Constant Companion



By Susan Lacy, First Financial Group; WRN Board of Directors, Treasurer

A few months ago in this column, the WRN announced an initiative to focus more on sustainability and how each of us can make better decisions about resource use. As one of its first actions the WRN implemented a change from a paper newsletter to an on-line format. Several issues of the on-line newsletter have been published and the new format is great! Not only have we reduced our paper usage significantly, but through making this change we also are able to provide members with a more colorful and in-depth newsletter at a lower cost.

Paper – this is a basic product that we all use in many ways throughout each day. Think about all the different products you use and consume – newspapers, paper towels, tissues, toilet paper, coffee filters, food packaging and envelopes. And that's before 9:00 am. As the day continues, you may make photocopies, print hard-copy documents at work, purchase tickets to an event, read a book, make a note on your calendar, shop through a catalog, throw away

your junk mail and print your e-mail. Can you make any changes that use less paper? Every action that involves paper use can be re-considered.

How much paper do we use? According to the Technical Association of the Pulp and Paper Industry, each year more than 2 billion books, 350 million magazines and 24 billion newspapers are published. The average American uses approximately one 100-foot-tall Douglas fir tree in paper and wood products each year. The average office worker uses 10,000 sheets of copy paper each year. How does your consumption of paper compare?

Paper recycling has increased as more communities require households and businesses to reduce waste. As of 2006, 88 percent of newspapers were being recycled. Other types of papers are also being recycled at the following rates: office paper – 66 percent magazines – 41 percent and telephone directories – 19 percent

Let's focus on those telephone directories for a moment. We all have one or more large

*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
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

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### Betsy Niedziejko, Vice-President

Fulton Bank • 610-918-8813

### Nina Malone, Executive Director

WRN of Chester County • 610-639-9776

## Going fast...

We're booking 2010 Business Card Exchanges! These spots fill up fast, so contact Chairperson **Teresa DeVries** of Swarthmore Financial Services ASAP. She can be reached at (866) 300-5994, ext. 115, or tdevries@finsvcs.com. BCXs are held

the third week of every month, and are sponsored by and handled by member companies. They're a great way to promote your products and services to WRN member and guests. *Finis*

## Constant Companion *Continued from page 1*

phonebooks in our homes and another set arrives each year. According to the Modesto (California) Parks and Recreation Department, every 500 phone books recycled saves: 7,000 gallons of water, 3.3 cubic yards of landfill space, at least 17 trees and 4,100 kilowatts of electricity (enough to power a home for six months). So we see that recycling phonebooks in your community can make a difference, and that the 19percent recycling figure can easily, and should, increase dramatically.

Be creative about all the ways you can reduce, re-use and recycle the paper products you use. Everyone can contribute positively to conserving natural resources and reducing extra waste in landfills by bringing

more conscious choices to how she uses and disposes of paper.

Perhaps you have noticed the FSC and SFI logos now appearing on many paper products. In a future column, I will tell you about how the Forest Stewardship Council and the Sustainable Forestry Initiative impacts the choice of paper products and the resources used to make those products

*Finis*

LIFE  
HEALTH  
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**Linda L. Shaw, LUTCF**

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## September Luncheon

# Social Networking and Business

As September's speaker, Dr. Stacy Price of Immaculata's Department of English and Communication gave us information to digest, along with our luncheon, on using social networking successfully in a business context.

- There's a place for all of them, including LinkedIn, Facebook, Twitter and MySpace, but you need to look at your target audience and evaluate how they do business to identify which site is the right place to invest your time and, perhaps, dollars. And remember, although some things have changed in business, the old adage, time is money, still applies.
- A little research will yield ample ways to market for free. But if you opt for paid advertising, it is important to set a budget for pay-by-click ads.
- Utilize site options to hone in on your target market through demographics.



*Dr. Stacy Price from Immaculata University offering her insight into successful social networking for businesses.*

- Beware of the cacophony of too many Tweets: pace your messages or your audience will turn a deaf "eye" to what you have to say.
- Keep business and personal separate by either setting up different accounts or making sure to exclude access to your personal information to your business contacts.
- But know that once it's "out there," information can be hard to impossible to filter. You may not want all your posts to be seen by your business contacts. Google searches can yield posts we thought were private, so caution is the rule.

• Multiply the above note of caution by several times if you are between jobs. HR departments often check social networking sites when considering new hires. The best graduation gift you can give to a student who will be looking for that first post-college job is to keep that reality in mind before posting certain "funny" photos.

Dr. Price says social networking is here to stay, so you'd be wise to educate yourself about how to be successful using it to market your business. Use it wisely, and reap the rewards.



*Facebook vs. Myspace—defining the differences.*



*Dr. Stacy Price holding her gift basket from WRN provided by **Debbie Davis**, A Gift Because...LLC, standing on the left. WRN Executive Director **Nina Malone** is on the right.*



*Learning about social networking can be fun!*

**(Editor's note:** I recently heard a segment on NPR's Science Friday show, hosted by Ira Flatow – yes, that really is his name – called “Who's Doing What Online” in which he interviewed Sean Corcoran, an analyst with Forrester Research and the author of “The Broad Reach of Social Technologies.”

You can copy this link,

<http://www.npr.org/templates/story/story.php?storyId=112557398&ft=2&f=510221> to read a transcript of the program or to find out how you can listen to it. Or you can use the information I have given you to search the NPR website. The interview has excellent information about who is on these networks and why, the future of them as well as interesting perspectives gleaned from callers to the program. It makes a great adjunct to Dr. Price's remarks as you go about sorting out your own response to social networking opportunities.) *Fotis*



*Part of the Women-in-Business Expo & Workshops committee, led by WRN President-Elect **Betsy Niedziejko** of Fulton Bank, working on event plans.*



*“Social Networking Do's and Don'ts” grabbed the audience's attention.*



## Member Spotlight

### Scott Darling, real estate counselor

It's somewhat fitting that the first man to "win" a Women's Referral Network Member Spotlight is someone who prides himself on counseling clients, acting as a resource and looking to see what he can do for the other person before he considers his own business needs.

Scott, a realtor with RE/MAX Action Associates in Exton, has been in real estate 18 years, but said his "a-ha" moment came just shy of four years in the business.

"It's easy to get caught up in numbers and sales," Scott said. "But when my philosophy changed, and I started to focus on how to help people and on taking care of those who work for me, everything changed. Now, 74 percent of

my business is by repeat or referral. I'm working with one client on property number eight. It's also great to see the sparkle in that first time homebuyer's eye when they finally find and close on just the right home."

Scott's new attitude also put him on a journey to specialize in key markets. In 1999, he became the first realtor in Chester County to earn the Seniors Real Estate Specialist (SRES) designation. He also holds a GRI (Graduate, Realtor Institute), CRS (Certified Residential Specialist), ABR (Accredited Buyer Representative) and his Broker's License. He's a graduate of Rochester Institute of Technology, and holds a B.S. in business administration, an AAS in photographic marketing and a minor in economics.

"I will also be one of the first in the area to earn the Certified Social Media Marketer designation," Scott noted. "This will help me understand the use of social media in real estate and also benefit my clients by using new found marketing techniques."

Learning new things fits in with Scott's philosophy. He does a lot of counseling, and having new tools to support his clients is important. In addition to spending time learning about clients,



their families, their jobs and what's important to them before the sale, Scott maintains a connection for years after the sale. He communicates through emails and newsletters, but also offers himself as the local source when someone needs a resource.

In addition to his WRN membership, Scott is a member of LeTip of Chester County, and is vice chair of the Uwchlan Township Parks and Recreation Board. He also co-chairs the Uwchlan Township Community Day celebration. He helps local charities by offering use of his moving truck for free; that truck is free to clients on moving day, as well.

Scott enjoys people, and that makes being in real estate a pleasure for him. This former Roach Brothers "Rookie of the Year" has garnered numerous awards, but what really makes him happy is seeing the look in someone's eye when she sees the "right" house. To paraphrase Lucy from Peanuts, "The counselor is in." *Fini's*



#### MEMBER NEWS

Congratulations to **Deb Markwood**, of WSFS Bank, who has been promoted to senior vice-president and director of Trust Services. Deb will oversee all business development and trust services throughout Delaware and Southeastern Pennsylvania for WSFS.



**Guy Dunn's** Geeks On Call recently completed work for a contract it was awarded to install more than 3,000 converter boxes, employing 40+ people to fulfill the contract. Way to go, Guy! *Fini's*

## This fall's can't-miss event: Women-In-Business Expo & Workshop

Stay Ahead of the Pack ~ Be a Part of This Year's Expo

There are three ways to get your business noticed at the WRN Women-In-Business Expo: sponsoring, exhibiting and advertising. See page 7 for more information.

## August Business Card Exchange

# Meet the WRN at Fulton Bank



**Jennifer Hohenberger** of Coldwell-Banker Preferred (left) presents her business card to Fulton Bank's Amy Davis, branch manager at Guthriesville.

Fulton Bank's West Goshen Branch hosted the September WRN business card exchange, "Meet the WRN." Along with other guests, we were pleased to have members of the Fulton Bank family attend, shown in this photo from left: Loretta Pitts (Concordville Branch manager), **Betsy Niedziejko** (Fulton's commercial relationship manager and WRN president-elect), Ken Goddu (president, Brandywine Division), Amy Davis (Guthriesville Branch manager) and Darbbie Miller (financial service specialist, West Goshen).



**Teresa DeVries** of Swarthmore Financial Services (right), chairperson of the WRN business card exchanges, talks about the WRN's member benefits with guest Chaya Scott.



Guest Poonam Mitra with **Suzanne Young**, The Pampered Chef, featured in last month's Member Spotlight column.



We can guess these two were talking business: CPA **Suzanne Jackson** of Stephano Slack LLC and President of Fulton Bank's Brandywine Division, Ken Goddu.

Say "Thank you" to these businesses that stepped up to support the 2009 WRN Women-In-Business Expo in November. Even better, check out these businesses at this year's Expo, and whenever you need their products or services:

Presenting Sponsor: Lamb McErlane

Media Sponsor: Daily Local News

Print Sponsor: Blackhorse Graphics

Design Sponsor:  
Stratus Communications

Automotive Sponsor:  
Francis Automotive

Workshop Sponsor: Fulton Bank

Lunch Sponsor:  
1-800-905-GEEK/Geeks on Call

Lunch Sponsor:  
Inn at Chester Springs

Supporting Sponsor:  
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Supporting Sponsor:  
Stephano Slack LLC

Supporting Sponsor:  
Parkway Cleaners

Supporting Sponsor:  
YMCA of the Brandywine Valley

Bag Sponsor:  
Custom Printing and Promotions

## Coming Soon — Be There

### The 2009 WRN Women-in-Business Expo & Workshop Sustainability: Your Environment, Your Business and You

Tuesday, November 10 from 10:30 am – 3 pm — At The Inn at Chester Springs in Exton

It's FREE, and it's your best bet for capping off 2009 with success and getting a jump-start on opportunities for 2010!

We are offering three workshops with no fee to attend, but each has limited space. Avoid disappointment: pre-register now at [www.wranchesco.com](http://www.wranchesco.com):

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

"Sustaining Business Relationships" presented 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. - 12:15pm

"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 - 1:00pm

Visit exhibitors, exchange information, meet new people, reconnect with contacts and be part of the exciting world of Women-in-Business. An a la carte lunch available at the concessions gives you maximum flexibility.

Go to [www.wranchesco.com](http://www.wranchesco.com) for more information and to register. Sign up by November 6 and be entered to win a drawing for a \$50 Fulton Gift Card.

Bring a friend, tell a colleague, share the opportunity with your contacts—make sure they know the place to be on Tuesday, November 10, is the 2009 WRN Women-in-Business Expo & Workshop. Tip: download and distribute the Attendee form from [www.wranchesco.com](http://www.wranchesco.com)

*Some of the smiling faces from last year's Expo!*



WRN

## NEW MEMBERS

**Sydney Simpson**

INN AT CHESTER SPRINGS

815 N. Pottstown Pike

Exton, PA 19341

Phone: (610) 363-1100

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Internet: www.innatchestersprings.com

Category: TRAVEL, LODGING &amp; MEETING FACILITIES

**Don't wait until the Luncheon...**

If you have news about a member referral or news about your business, go to [www.wrnesco.com](http://www.wrnesco.com) and share your WRN in Action or News About Members via the online form (see the box on the left side of the home page). We'll be sure to include it in the next drawing for the honor of being featured in the Member Spotlight column

# 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*



## IN ACTION

**Linda Jassmond**, Personal Trainer and author of "Journey to Fitness – Chronicles of a Working Woman," has these words of appreciation: "I could not run my business without the help of **Katherine Kuroczko**, owner of GK Productions, Inc. Katherine takes care of all my marketing materials (business and spec cards, note sheets for presentations, food journals, Power Point presentations, etc.). She created and maintains my websites for both my books and my personal training business. Prospects and clients always comment on something Katherine has done for me. She makes my business 'look good,' and truly is an expert at what she does."

**Charlotte Emrich**, of CP Emrich, says thanks to **Pam Hesler**, Pam Hesler and Associates Photography, who is a new client.



**Nanci Hagarty**, of Mr. Dryer Vent, thanks **Sara Lowry** at Meridian Bank for great opportunities in banking and the check-processing machine.



**Laura Bertin**, of Waiora, appreciates **Marcia Gordon**, nutritional counselor, joining as a Waiora distributor.



**Scott Darling**, of RE/MAX Action Associates, thanks **Mary Kot**, of Executive Impresssions for referring her daughter who was looking for a home in New Jersey. Scott, in turn, located a RE/MAX colleague who is helping her with the house-hunt.



**Denise Werkley**, an attorney and a partner with Unruh, Turner, Burke & Frees, is pleased to have been able to make another client referral to **Suzanne Jackson**, a CPA and director of Business Development with Stephano Slack LLC, based on Suzanne's superior accounting skills in helping new entrepreneurs get their businesses started. *Finis*

## Upcoming Events

### October 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.

### October 22 – WRN Business Card Exchange

5:30-7:30 pm, Oktoberfest at Phoenix Financial in Phoenixville

### November 18 – WRN Business Card Exchange

5:30 – 7:30 pm at the Staybridge Suites Wilmington/Brandywine Valley in Glen Mills featuring the popular "Bed-Making Contest"

### December 16 – WRN Business Card Exchange

5:30 – 7:30 pm at the Visual Expansion Gallery in West Chester

## MONTHLY LUNCHEONS

2nd Tuesday of each month

**October 13**  
**Technology Trends**

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

**December 8**  
**Community Relations Partner**  
**Holiday Luncheon**

**January 12, 2009**

**February 9**

**March 9**

## WRN Luncheon October 13, 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.