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

WRN

Women-in-Business Expo & Workshop

Tuesday, **November 10**, from **10:30 am to 3:00 pm**
 Inn at Chester Springs, Route 100 North & Gordon Dr., Exton

Presenting Sponsor:
**Susan C. Mangold, Esq., and
 Mary Ellen H. Allen, Esq. from**

FREE to attend for members and guests. See more information on page 6.

Upcoming

Tuesday, **December 8** ~ Celebrating Partnerships:
 Honoring the Chester County Opportunities and Industrialization Centers and Welcoming our New Community Relations Partner



Join us and enjoy the holiday spirit as we honor our Community Outreach Partner, the Chester County Opportunities Industrialization Centers. The CCOIC is a non-profit organization dedicated to providing free Adult Basic Literacy Education and essential life skills programs that prepare individuals for employment and self-sufficiency. Network, mingle and give thanks for this wonderful organization.

For more information about the CCOIC, call Executive Director Joyce Chester at (610) 692-2344, or go online to www.cc-oic.org.

Making a Strong Finish



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

Fall is my favorite season. It is the home stretch, the last mile, the grand finale. Isn't it great to crawl out of a warm bed into the crisp morning air and feel your body and mind awoken to the prospects of a new day? Well, after a cup of coffee or two, anyway.

Trees do it best. In the spring, they sprout, feed and grow. In the summer, they stand strong, secretly performing their role in our ecosystem. When fall arrives, almost imperceptibly they transform from shades of green to a vivid array of vibrant colors that glow when backlit by the sun. They know that the finish line is near and they have saved the best of their game for last.

Did you ever consider that we humans do the same thing? We start the year with goals and strategies for our personal and work lives. Throughout the spring we feverishly collect our resources and put our plans in place. Summer

comes along and we settle in, pacing ourselves and evaluating our strategy. By the time September rolls around we are just itching to push the throttle forward. We are coming into the home stretch and we are on a mission. Our wardrobe changes, just like the trees! Our energy level builds and we get our second wind as we move toward the last mile of the race for 2009.

At the WRN, the staff and Board of Directors understand this cycle as we bring our best game to you. Throughout the year, our luncheon programs are targeted to provide members with tools and information for the corresponding stage of the race. In January, we start with the economic forecast and move into marketing, networking and finance topics. An awards event injects a shot of inspiration to carry us through the more relaxed pace of summer networking. But in the fall, the WRN really shines. What could have been a hotter or timelier topic than

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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

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Working the Room at the Expo

By Renee Brandon, Open Door Expressions, WRN Board Member

My history with trade shows extends far longer than I want to remember. It all started in college with job fairs, moved to corporate expos, and now as a small business owner, I attend all types of trade shows sponsored by organizations, chambers and specific industries. Over the years, I've developed a plan for networking success.

No matter the variety, I usually traverse the exhibit floor the same way every time to assure maximum exposure for my company while scouting the day's exhibitors. My method has me starting at one end of the room; then I proceed table by table, aisle by aisle, until I've covered the entire expanse of the show area. But, isn't there more to the expo experience than following through the labyrinth of exhibitor tables? Absolutely. There's business to carry out while you work the room at an expo.

First and foremost, from a marketing perspective, networking should be the primary objective of your expo experience. Armed with a stack of business cards, make it a priority to meet the exhibitors who could be instrumental in your business operation. Rather than spend a block of time speaking with one vendor, move efficiently along to allow ample time to speak with many.

As you meet exhibitors, find ways to get acquainted with other attendees, as well. Expos provide an opportunity to begin building relationships, so use this time to make some good connections. Look for opportunities to network inside the exhibit

room and also during seminar sessions. Set a goal not to leave an expo without meeting and exchanging business cards with at least 10 people you might be able to do business with.

Conversing with the exhibitors also opens doors for you to learn about products and services that may benefit your operations. Be sure to grab any brochures or product information available on the table display. Also, let any vendors know when you're interested in what they offer, giving them your information so they can contact you later.

Outside of the exhibit room, be sure to attend the workshops. This year's Expo topics – "Sustaining the Environment through Design," "Sustaining Business Relationships" and "Sustaining Yourself" – are sure to provide timely tips on not only improving your business, but also bringing balance to your personal life.

It's also worth mentioning that just because you aren't exhibiting at the Expo doesn't mean you can't promote your business. As you interact with exhibitors and other trade show attendees, always let them know about the business you represent. Participate in the seminars. Be visible. You might just meet your future top client.

One last word of trade show etiquette: Do speak with the exhibitors, but keep in mind

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October Luncheon

Keep it simple: Technology advice from October's speaker

When it comes to outfitting your business with technology, **Jennifer Grillo**, president of Adagio Consulting, Inc., says keeping it simple with the guidance of a trusted advisor is key.

Small- to medium-sized businesses should seek an IT advisor who is knowledgeable and who understands what she is talking about so she can explain it to you in plain English. The goal is for your company to have the right amount and type of equipment that works properly and can be maintained easily by your IT staff and/or IT advisor. That's what makes a technology "worth it."

"Technology is your friend," Jennifer stated. "But first, you must know what you're trying to accomplish so technology can help you run your business. If you're frustrated, or if your technology seems too complicated, then you want to check your provider and see if a change is needed."

Jennifer gave engrossed WRN attendees and guests the following tips during her lively presentation:

- **Cloud computing** is becoming a popular, safe and cost-effective way to connect a server to your PC stations. The server resides off-site in a secure data center – the cloud – and your business communicates via a secure Internet connection. This subscription-based service affords a cost savings while providing the appropriate latest and greatest.
- **Back-up programs** are important, and should be a routine part of what your IT partner offers. It's likely this will come from the cloud.
- **Support** should come from an outfit with a "bricks and mortar" shop so you can physically visit the vendor if you need or want to do so. A support vendor should visit you once to assess your situation and make recommendations, and then should be able to use remote tools to access your computers. Beware the "old school": if a vendor wants you to call into a control center so a technician can be dispatched, consider another, more current vendor.
- **Up to date** doesn't mean a capital expense every six months. Ask lots of questions to make sure you're getting the right advice for your particular business needs.
- **Social networking** is reducing email traffic because it's instantaneous. Work with your IT advisor to see if this is a viable tool for your business.
- **Netbooks and notebooks** are changing the way we work. In fact, they've outsold desktops. Because we're becoming more mobile, netbook and notebook technologies are growing quickly, enabling us to bring our tools with us and work almost anywhere.

- **Take a break.**

Netbooks, notebooks, social networking sites, PDAs and other cutting-edge tools keep us connected, but there's a limit. Your support provider should be available 24/7, but you shouldn't. Know when to turn off technology and reconnect on a human level.

Founded in 2002, Adagio Consulting's goal is to provide high-value technical and business expertise to its clients. The day-to-day activity of its technical team spans all dimensions of computer infrastructure, hardware and software. Offerings include network architecture, design, consulting, planning, implementation, remediation and support.

For more information, visit Adagio Consulting on the Web at www.adagioit.com, email info@adagioit.com or call 610-431-8282.

Finis



Speaker Jennifer Grillo offering tips on maintaining a healthy relationship with technology.



We had two representatives from our Community Outreach Partner, the Chester County Opportunities Industrialization Centers, attend the October Luncheon: Ceil Harkness (l), weatherization program coordinator, with Deputy Director Gina Venuti.



National Penn Bank's Director of Marketing, Tarrie Miller, speaking about the bank's background and services.

October Luncheon Sponsor **Fiscal Responsibility**

Known for its growth, dependability and financial strength, **National Penn** Bancshares, Inc., is the fourth largest bank holding company headquartered in Pennsylvania, based on its asset size of \$9.4 billion. The company was founded 134 years ago in Boyertown, Pa., where it maintains its headquarters. Its people are the secret behind its history of increased earnings and dividends. After all, it's employees, not products and services, who listen to customer needs and wishes, and then go beyond the expected to craft solutions that help customers achieve their dreams.

National Penn operates 127 community banking offices: 124 in Pennsylvania and one office in Maryland through National Penn Bank and its HomeTowne Heritage Bank, KNBT and Nittany Bank divisions, and two offices in Delaware through its wholly-owned subsidiary Christiana Bank & Trust Company. National Penn's financial services affiliates consist of National Penn Investors Trust Company; National Penn Capital Advisors, Inc.; Vantage Investment Advisors, LLC; National Penn Leasing Company; National Penn Insurance Agency, Inc.; Caruso Benefits Group, Inc.; and Higgins Insurance Associates, Inc. *Finis*

Adel Ducine (l), vice president, National Penn Bank, Lionville office, is joined by Lionville Branch Assistant Manager, Bridget Keretz, at National Penn's sponsor table.



Adel Ducine chats with WRN President, **Paula Paisley**, Paisley Solutions. Adel has been a long time member of the WRN and, along with National Penn Bank, a repeat sponsor of the WRN. Adel also has served on the WRN Board of Directors as Treasurer and has contributed to the organization as an active member.



New WRN member **Kim Mulholland** (l) of Kreischer Miller is welcomed by a long-time member who has served on the Board of Directors and Membership Committee, **Linda Shaw**, (c), with the Barrow-Hoenstine Insurance Agency. They are joined by member **Amy Parnis** of Tastefully Simple.



Member Spotlight

From Mime to “Wellness Wizard”: Laura Bertin

Many “seasoned” WRNers remember **Laura Bertin** best as “that Mime lady” from “Mimely Yours.” But for the last five years, Laura has revisited her purpose and turned her attention to helping others improve their lives through alternative health and prevention.

It’s been a bittersweet transition for Laura, who has loved to perform pantomime since 1979 and, in fact, still does the occasional workshop and mime gig. But the power of the WRN is working in mysterious ways for Laura, enabling her not only to network for her wellness company, Waiora, but also to gently let go of her old career life to do just that.

While networking at one of the luncheons, Laura offered flyers on her final Mime workshop, which caught 1-800-905-Geek’s Guy Dunn’s attention. Laura explained, “He signed up his son, Guy, Jr., who has been an absolute joy to teach. He’s a ‘natural’ and talented actor, and recently told me he’s really thinking

about pursuing pantomime! It almost feels as if I’ve passed the baton and can get on with my new calling.”

That calling is health and wellness through Waiora. Laura, who has had a life-long interest in health and keeping fit, was starting to “feel her age” about five years ago. She joined Nikken, the same great company WRN’s Randy Rolfe is part of, and was introduced to how magnets and far-infrared can help with aches and pains.

“Those alternatives to pain medication worked, and I still use them,” Laura said. “Then, I learned about another great company, BIOPRO, whose products help protect people from the harmful frequencies emitted from cell phones, computers and other devices. This spoke to my heart, because I see so many kids using mobile phones and wireless technology.”

While Laura still carries both product lines, her passion became Waiora (“Water of Life”) after an extensive



review of the company and its one-of-a-kind solutions, as well as her own results using Natural Cellular Defense, the company’s flagship product that safely removes toxins.

“I discovered what fits me best,” Laura noted. “I love the Waiora products and found them to be life-changing for me and for many of my clients. Our products are 100% natural, and help to remove, replenish and restore.”

Looking at slim, trim and the very chic Laura, it’s easy to believe that this Yoga and dance lover’s passion is health and wellness. There’s still a little mime in her, but Waiora’s no act; for Laura and so many others, it’s the real thing! *Finis*

October Business Card Exchange

It is now officially a tradition!

Oktoberfest hosted by **Julie Brufke Wenger** of Phoenix Tax Consultants LLC, aka “The Tax Tacklers” and Bala Financial, was a phenomenal event complete with fabulous food, an array of spirits and plenty of networking. Once again, Julie served up an Oktoberfest atmosphere at her Phoenixville office with traditional German fare to WRN members, guests and local business people. Familiar and new faces gathered around as Julie explained the focus of the company, taxes and financial planning. Julie continued her long time commitment to WRN as a member and past WRN Board member/Treasurer by presenting, once again, a superb event. Many thanks to Julie and Phoenix Tax Consultants for her active support. *Finis*



The staff at Phoenix Tax Consultants

Sustainability: Your Environment, Your Business and You

Your opportunity to harvest a bounty of contacts, information and inspiration for you and your business.

The 2009 WRN Women-in-Business Expo & Workshop

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

Attendance is free for both members and guests

Visit nearly 50 vendors, exchange information, meet new people, reconnect with contacts, attend workshops and be part of the exciting world of Women-in-Business. An a la carte lunch, available at the concessions, gives you maximum flexibility.

Visit all our exhibitor booths for a chance to win our Grand Prize: an overnight stay at Staybridge Suites Wilmington/Brandywine Valley, including wine upon arrival, two Brandywine Sampler booklets to local attractions and dinner for two. How? Visit every exhibitor booth for a stamp on your WRN Expo Visitor Card, and return your fully stamped card to the registration desk when you leave. The winner will be contacted by phone.

Go to 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.

Finis

Working the Room *Continued from page 2*

they are trying to speak to other attendees, too. Keep your conversations to the point and not overbearing. Step away when they engage in conversations with others.

On Tuesday, Nov. 10, the Inn at Chester Springs in Exton will be buzzing with the WRN's biggest and best Women-In-Business Expo ever. Make it a profitable day for your business. Network, connect and make relationships! *Finis*



NEW MEMBERS

Maria Cavanaugh, Owner
 COMPREHENSIVE INSURANCE ADVISORS
 710 Clover Ridge Drive
 West Chester, PA 19380
 Phone: (866) 966-9153 Fax: (484) 631-0559
 Cell: (484) 881-2255
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 Category: INSURANCE

Stacey Cutler, Owner
 FIT FOR LIFE PERSONAL TRAINING STUDIO
 100 Ridge Rd. #14, Chadds Ford, PA 19317
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 Internet: www.fitforlifepststudio.com
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Colleen H. Gardner
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 2619 Condor Cir., Audubon, PA 19403
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Email: chgardner@cavtel.com
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Toni Law, Independent Distributor
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 Category: INDIVIDUAL

Helen Semus, Financial Advisor
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 Category: FINANCIAL CONSULTING / PLANNING

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 3083 Creek Rd
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 Phone: (610) 787-0310
 Email: melynda.wagner@comcast.net
 Internet: www.silpada.com/melynda.wagner
 Category: APPAREL & ACCESSORIES

We are offering three dynamic workshops around the theme of sustainability presented by successful business women who have traveled a variety of career paths. The workshops are absolutely free to attend, but each has limited space. Attend as many as you like (the workshop schedule is arranged to allow you attend them and also have time to visit with our vendors), but avoid disappointment: pre-register now at www.wrnchesco.com. Simply write your workshop selections in the "Comments" section:

Meet the Workshop Leaders



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

Carie Shingleton brings more than 12 years of experience in interior design. She is passionately committed to instilling environmental consciousness and design excellence into her work. Her

areas of expertise include strategic planning, programming, space planning, schematic design conceptualization, design development, construction documentation, specifications, and construction administration, as well as the selection and specification of furniture, fixtures, equipment and interior finishes. Market sectors in which Carie has completed work include corporate, healthcare, government, education, cultural, and residential design.

Carie earned a Bachelor of Science in interior design from a FIDER-accredited program at West Virginia University, and currently teaches "Sustainable Design" at Moore College of Art and Design in Philadelphia. She is also a committee member of the Delaware Valley Green Building Council.

She is a LEED (Leadership in Energy and Environmental Design) Accredited professional through the USGBC (US Green Building Council), and has been a member of the project team completing LEED certification for the Brooklyn Museum of Art, as well as a consultant on LEED to the Smithsonian. Further she has provided sustainable design consultation on numerous projects using LEED guidelines.



"Sustaining Business Relationships" presented by WRN Past Presidents **Denise Werkley**, Esq., and **Suzanne Jackson**, CPA - 12:15pm

Denise Werkley is a partner with the law firm of Unruh, Turner, Burke & Frees in West Chester. She is a

graduate of the Villanova University School of Law and earned a bachelor's degree in Psychology from Penn State University.

Denise has experience in counseling small and large business and entrepreneurial clients with respect to choice of entity issues, contract drafting, financing, real estate, and structuring, negotiating and closing complex acquisitions and divestitures. She has also developed a specialized practice in trademarks, copyrights and technology law, including software, Internet, and e-mail issues.

Denise is the immediate past President of the Women's Referral Network of Chester County and prior to that, she served roles as the President-Elect and VP for Community Relations. She was the 2009 recipient of the WRN's Business Woman of the Year award. Denise is a graduate of the Chester County Leadership Connection, an intensive eight-month program developed by the United Way, CCCBI, and West Chester University, designed to educate and prepare Chester County executives for active service on non-profit boards. Denise serves as a member of Immaculata University's Scholarship Committee, is member of the Chester County, Pennsylvania and American Bar Associations, and is a former Vice President of the Board of Directors of the YWCA of Chester County. She resides in Glenmoore with her husband and two sons.

Prior to joining Stephano Slack, LLC, based in West Chester, Suzanne Jackson provided accounting services through other Chester County-based CPA firms. Throughout her 23-year-career, she has managed accounting and tax services for privately held business clients representing varied industries including construction, manufacturing, real estate development, automobile dealerships, employee benefits, medical practices, business and personal services, retail, and nonprofit organizations. Her prior services include business valuation services for marital dissolution, purchase/sale of stock or asset transactions, and estate planning and administration. Currently, Suzanne is the director of Business Development at Stephano Slack.



Suzanne's philosophy of service begins with a strong customer focus where she is recognized for her leadership roles, communication, and intuitive skills.

Continued on page 8

Workshop Leaders *Continued from page 7*

Suzanne is a past-president of the WRN Board of Directors, and chaired the WRN's Annual Awards Dinner for two years. Additionally, she has presented seminars on various accounting and tax topics for many professional and civic organizations.

Suzanne received her Bachelor of Science degree in accounting from Bloomsburg University and is a member of the Pennsylvania and American Institutes of Certified Public Accountants.

"Sustaining Yourself" featuring a healthy and delicious cooking demo presented by **Janet Zappala** - 1:00pm



Janet Zappala is perhaps best known for her work as a TV personality. But her current passion is with nutrition and healthy cooking, something she'll demonstrate in this Workshop, and in her soon-to-be released cookbook.

An Emmy Award-winning journalist, Janet Zappala has worked at KFMB-TV, the CBS affiliate in San Diego; KCNC-TV, an NBC affiliate in Denver; and FOX in Los Angeles. She came to Philadelphia in 1993 as an anchor and reporter at NBC 10 (WCAU-TV). Zappala remained at NBC 10 for three years, then left to pursue a master's degree in counseling and psychotherapy from Villanova University. In May 1998, she joined FOX Philadelphia as a reporter and fill-in anchor. Most recently, Zappala hosted "All About You" and "Janet's Jewels and Junk" as part of Cn8's "Art Fennel Reports." A seasoned anchor and reporter, Zappala has also hosted WTXF-TV's "Good Day Philadelphia."

A graduate of California State University at Northridge, Zappala first gained experience in broadcasting while she was a news reporter at the school's radio station and newspaper. Since then, she has been recognized and rewarded throughout the United States for her excellence in the communications field. Along with receiving seven Emmy nominations and winning three Emmy Awards, Zappala won the Golden Mike award for Excellence in Broadcasting. She also received a national Emmy nomination for a documentary titled "What's Killing the Children?"

In her spare time, Zappala works with the Cystic Fibrosis Foundation, the March of Dimes and the Salvation Army. She enjoys playing sports and the piano, traveling and spending time with her husband, Steve, son, Bradley, and daughter, Natalya.

Finis

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:



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: **Granite Transformations**

Supporting Sponsor: **Isagenix International**

Supporting Sponsor: **Stephano Slack LLC**

Supporting Sponsor: **Parkway Cleaners**

Supporting Sponsor: **Seedcopa**

Supporting Sponsor: **YMCA of the Brandywine Valley**

Bag Sponsor: **Custom Printing and Promotions**

Website: **PLH Worldgroup Communications**

This fall's can't-miss event:

Women-In-Business Expo & Workshop

There are many exhibitors and several workshops. Don't miss any of it! See page 6 for more information.

Need another reason to attend the Expo & Workshop? Check out these WRN membership offers available only at the Expo:

- Current members or previous members who renew at the Expo will be entered in a drawing to **win a one month Constant Contact sponsorship and a ½ page WRNnews ad**. By the way, that Constant Contact sponsorship means the winner's business name appears on all general WRN Constant Contacts, typically 4 or 5 a month, that go out to approximately 600 members and guests.
- New members joining for the first time at the Expo will **receive \$25 off membership** for 2010.

WRN Membership Kick-Off is going on now—watch your mailbox for renewal forms or go to www.wranchesco.com to download a form now.

What's New, Timely and Green? That would be the 2010 WRN Directory!

Just in time for the 2010 WRN Membership Drive we have a new format for the Member Directory. It takes the best features of our current printed and online directories and rolls them into one newly enhanced online directory.

So let's take a look at some of the highlights of what we're offering for the 2010 WRN Member Directory:

- 35 word business descriptions
- Inclusion of information such as street address, cell phone and email address, as well as opt-outs for those fields, if you prefer to exclude them from your listing
- Monthly updates so you'll always have the most current information on our members
- Access to pdf versions for printing

- Outstanding search options to locate members, products and services in the directory

We recognize that many of our members are striving to make "greener" choices in their personal and business lives. The 2010 Online Directory provides another step in that process while also offering a practical solution for those who prefer to have a printed version. It also represents wise choices for the WRN in allocating its resources in the most effective ways to serve our membership.

When you receive your membership renewal information, or if you are joining the WRN for the first time, select the options for your WRN member listing that make the most sense for you and your business. The WRN looks forward to providing an enhanced member experience through this new, timely and green transformation of the Member Directory. *Finis*

Strong Finish *Continued from page 1*

Social Networking in September? Then, it is full speed ahead through the annual "Meet the WRN" hosted by Fulton Bank and designed to bring new members to our group. Next it was October's topic, Technology Trends, brought to us by National Penn Bank, and then on to the ever popular Oktoberfest at Phoenix Financial. At the WRN, the race is really on. We see on the horizon the always well-attended Bed-Making Contest/Business Card Exchange at Staybridge Suites Wilmington/Brandywine Valley in November; and our Celebrating Partnerships and Holiday Luncheon, and Holiday Business Card Exchange at Visual Expansion Gallery in December. But, our biggest event of the year is coming – the grand finale! At the Women-in-Business Expo & Workshop, our members are at their best, and the WRN gives them the opportunity to shine. The finish line for 2009 is in sight and it is time to make your

move. Push the throttle forward and burst through the pack. Your goal lines are in view and it is time for a fast finish. All of the top contenders will be at the Expo. I'll see you there.

And, the moment we cross the finish line, we revel in a game well played, and it hits us...the next race is just around the corner. Joining the WRN was one of the smartest moves I made for my business and it has the added benefit of giving me the opportunity to help other women succeed. If you have not already received it, your 2010 membership renewal should arrive soon. The WRN gives members a competitive edge and endless opportunities. Get your application in early and maybe you will be the lucky one to win the free membership! The staff and Board of Directors thanks all our members for a race well run, a strong finish and the prospects of an even better 2010. *Finis*



IN ACTION

Suzanne Young, The Pampered Chef, says, "Networking Works!" and gives these two great examples of doing business with WRN members:

Suzanne thanks **Patty Cunningham**, of Coldwell Banker Preferred, "for coming up with the brilliant idea of combining a Gold for Cash with a Pampered Chef party."

Suzanne also thanks **Diane Hedrick**, of Herbalife, for hosting a day-time Pampered Chef party.



Laura Bertin, Waiora, thanks **Victoria O'Neill**, of Wrap-A-Doodle, from whom she purchased a gift certificate for a baby shower. The gift certificate enabled Laura's friend to

select the style and color she preferred from Victoria's website. As a bonus, Victoria covered the shipping, and included a matching "burp cloth."



Suzanne Jackson, Stephano Slack LLC, thanks **Valerie Clemens**, of Valerie's Dance Studio, for giving Suzanne "the opportunity for a date with my husband every Monday during Valerie's awesome ballroom dance class."



Nanci Hagarty, Mr. Dryer Vent, thanks **Dawn Jenkins**, of The UPS Store, for doing business from a remote location on Nanci's behalf. "Great customer service!"



Nina Malone, of the WRN, thanks Suzanne Young, The Pampered Chef, for her quick response when Nina suffered a tragic bar pan accident. Suzanne not only helped Nina replace her beloved bar pan, but also directed Nina to some Outlet Specials to complete her "Simple Additions" set.



Nina also thanks **Chris Driver**, Stephens-Matthews Inc., for offering assistance and advice regarding self-insured health insurance issues. *Finis*

Upcoming Events

November 11 – 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.

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

November 10

Women-In-Business
Expo & Workshop

December 8

Community Relations Partner
Holiday Luncheon

January 12, 2010

February 9

March 9

April 13

WRN Expo!!! November 10, 2009

Pre-register for the Expo by Fri., Nov. 6, and you'll be entered in a drawing for a \$50 gas card. Walk-ins for this free event also are welcomed. Don't forget to select a workshop when you register (in "comments" when registering online; via check-box on the fax-in form). Workshops are limited to 40 attendees each.

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.

For more information, go to www.wranchesco.com, e-mail info@wranchesco.com or call 610-639-9776. See you at the Expo!