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

WRN

Celebrating Partnerships: Honoring the Chester County Opportunities and Industrialization Centers and Welcoming Our New Community Relations Partner

Tuesday, **December 8**, from **11:15 am – 1:30 pm** (note the earlier start time to give you more shopping time for our special **Holiday Gift Fair**) Inn at Chester Springs, Route 100 North & Gordon Dr., Exton

This meeting is dedicated to honoring our current 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. As the CCOIC concludes their two year partnership with the WRN, we also welcome a new Partner, which will be announced at this meeting. Network, mingle and celebrate the season by being part of the WRN tradition of helping others as we seek to improve ourselves and our businesses.

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

Also, concurrent with the Luncheon: The WRN Holiday Gift Fair

Let the WRN help you take care of your holiday shopping during our December Luncheon. Our members who offer gift items for sale will be on-hand for a special Holiday Gift Fair to provide you with great gifts and great customer service. There will be many cash and carry items, as well as opportunities to order for speedy holiday delivery.

The Membership that Keeps on Giving



By Pam Hesler, Pam Hesler & Associates Photography, WRN Board of Directors, *WRNnews* Editor

Did you know that I have been a member of the WRN since its inception in 1987? As you consider joining or rejoining the

WRN, I want to share why I have remained a member through the years.

I have belonged, and continue to belong, to a variety of business groups that promote networking. Each of these groups has its own "culture" and identity. What I feel the WRN uniquely offers is a broad range of experience

and opportunity to support both personal and business success for the long haul.

So, what do I mean by that? What we need from a business organization varies over time and circumstances. Sometimes it feels like all we need is a few more "hot" prospects. Other times we need advice on how to accomplish an objective. We may need access to particular businesses and services. We could be looking for affordable venues to bring our services and products to prospects. We could need the stimulation and

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

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

2010 Program Line-up

You won't want to miss any of these, so mark your calendars for the WRN Luncheon the second Tuesday of each month and make sure your membership is current to enjoy these at the best price.

January 12 – Looking Up: 2010 Economic Forecast, Sophia Koropeczyj, managing director, Moody's Economy.com

February 9 – Taking Care of YOU: Women's Health and Wellness, a Women's Health Panel presented by The Chester County Hospital

March 9 – Planning for Marketing Excellence

April 13 – Hands-On Networking, Joan Walsh, FSMI

May 11 – Annual Awards Celebration

June 8 – Professional Development: Knowledge is Power

July 13 – Hottest All-Networking Event of the Summer

August 10 – Technology Trends

September 14 – Opportunities for Women-Owned Businesses, Sue Milshaw, CCEDC

October 12– All You Wanted to Know About Being Politically Aware (But Were Afraid to Ask)

November 9 – Women-in-Business Expo & Workshop

December 14– Celebrate Partnerships: Honoring our Community Partner and Holiday Shopping Showcase *Fini's*

Keep on giving *Continued from page 1*

inspiration of hearing successful people talking about their areas of expertise. We could need encouragement to make it through a rough patch. The fact is that all these needs and many more can be met through the WRN.

If you think the WRN doesn't have your target client in its membership, you probably haven't thought about the fact that WRN members have both circles of contacts outside the membership and a strong desire to spread success to other members. Or you may not have noticed each WRN meeting brings in many guests, hence continual opportunities to meet new contacts. It could be that you haven't thought about what networking can yield besides clients. Consider this: a business should aspire to be like a tree with many roots, wide and deep, because that is the tree that will have the strength to stand in stormy weather.

You will never find a more welcoming, more supportive business group.

Ultimately, the WRN isn't just about you as a business person; it also gives you the opportunity to grow personally while it supports and encourages you through the ups and downs of business cycles. Membership in the WRN is a sound investment and that is why I continue to be a member. *Fini's*

November Expo

Women-in-Business Expo

The 2009 WRN Women-in-Business Expo & Workshop enters history as a another success story

Visitors and vendors alike had lots of positive feedback about the Expo & Workshop. Nearly 50 vendors filled the Inn at Chester Springs' ballroom with booths promoting a wide variety of products and services. We were pleased to be joined by vendors from outside the membership to give visitors an even broader opportunity to network and learn about additional businesses.

Kudos to Expo Chairperson **Betsy Niediejk** of Fulton Bank for making the Expo such a big success. She was assisted by Event and Marketing Coordinator, **Jillian Ehren**. Thank you to everyone who helped with the planning the event and making sure the day itself went smoothly. Special thanks to all the Sponsors for their support of the WRN. Check out the photographs showing many of the Sponsors and Workshop presenters, taken by Executive Director Nina Malone. *Finis*



Presenting Sponsor Lamb McErlane PC:

Susan Mangold, Esq., (l) and
Tammy Cummings, Esq.



Media Sponsor Daily Local News: **Joan Childs**



Lunch Sponsor Inn at Chester Springs: **Linda Kennedy**



Bag Sponsor Custom Printing and Promotions: **Sue Casso**



Supporting Sponsor Isagenix International: **Grace Smith (l)** and **Mary Jo Duszak**



**Workshop
Sponsor Fulton
Bank:**

*Darbbie Miller (l) and
WRN President-Elect
Betsy Niedziejko*



**Automotive Sponsor
Francis Automotive:**
John Francis

*WRN President Paula Paisley (l) with Design
Sponsor Stratus INTERACTIVE's Tammy
Hartman, Sean McDermott, Kymberly Robinson
and Erin McDermott*

Supporting Sponsor Stephano Slack LLC: *Lei Li (l) and
WRN Past President Suzanne Jackson discuss the company's
accounting services with WRN Past President Linda Jassmond*



Print Sponsor Blackhorse Graphics:
Jeff Fletcher (l) and Betty Clune



Supporting Sponsor Granite Transformations: *Linda
Kennedy chats with Diane Hedrick, Herbalife International*



WRN Community Outreach Partner the Chester County Opportunities Industrialization Centers:
Ceil Harkness (l) and Gina Venuti



Speaker Carrie Shingleton of EnV Interiors spoke about
“Sustaining the Environment Through Design”



Supporting Sponsor Seedcopia: Linda Mulgrew (l)
and Sherwood Robbins.



Barb Hanlon (second from right) from the Center for Arts & Technology Pickering Campus/CCIU brought three sophomores from the Technical College High School (l-r) Amanda Wood, Anne Banister and Sara Belt.



WRN Past Presidents **Suzanne Jackson** and **Denise Werkley** discussed
“Sustaining Business Relationships” during a standing room-only workshop.

WRN President-Elect **Betsy Niedziejko** of Fulton Bank (l) thanks Janet Zappala and her assistant (and husband) Steve Brody. Janet entertained and fed the crowd during her cooking demonstration called “Sustaining Yourself”.



November Business Card Exchange

The November Business Card Exchange at the Staybridge Suites Wilmington/Brandywine Valley in Glen Mills, PA

The evening's networking took a decidedly unusual turn when attendees took to the beds provided by the Staybridge to compete for the title of "Best Bed-Maker". Staybridge Suites' staff first demonstrated the proper techniques and then the contest began in earnest. The top honors went to: 1 – **Kate Broomall**, Signs by Tomorrow; 2 – **Steve Blatman**, Ink Spot Printing & Copy Center; 3 – **Jillian Ehren**, WRN of Chester County

Congratulations to the winners and many thanks to **Suzanne Sagullo** of Staybridge Suites Wilmington/Brandywine Valley for a fun evening of networking and bed-making! *Finis*



*Suzanne Sagullo presents the top prize to **Kate Broomall**.*



*Ginny Miller (below, left), Delaware County Chamber of Commerce chats with **E. Trotter**, Shaklee.*



*Well, here's something new – networking on a bed: (l to r) the evening's host, **Suzanne Sagullo** of Staybridge Suites Wilmington/Brandywine Valley, WRN President, **Paula Paisley**, **Kim Turnbaugh** and Noreen Lagoy from the Sheraton Great Valley "presented by" **Steve Blatman** of Ink Spot Printing, standing behind the ladies.*

Come enjoy Art, Wine and Conversation at the December Business Card Exchange

The Visual Expansion Gallery at 126 North High Street in the heart of festive holiday season West Chester will be our host for the WRN December Business Card Exchange on Wednesday, December 16 from 5:30 – 7:30 pm. The gallery specializes in local artists from the Brandywine School, and features a comprehensive collection of landscape, modern, classical, and impressionistic art, as well as national and international artists. They also carry a wide selection of limited editions, prints and posters. As professional custom framers, they provide framing services for all budgets. Join us for a seasonal celebration with wine, cheese, great art and conversation. And it is free of charge! Visit the gallery's website at www.visualexpansiongallery.com for location details and more about the gallery. Their phone number is 610-436-8697.

Put your Business in the Spotlight

Promote your business through these sponsorship packages that offer features and opportunities appropriate for every level of business. Choose one that gives you the right blend of exposure and benefits to put your 2010 Marketing Plan on the fast track to success. Need more information? Contact Executive Director, Nina Malone at 610-639-9776 or nmalone@wrnchesco.com.

Gold Sponsorship Package offered at \$2,500

Awards Supporting Sponsor – May 2010 lunch

- Lunch for 4 – premier seating
- 1/2 page advertisement in Awards Brochure
- Banner display

Expo Gold Sponsorship – November 2010

- Premier table
- 1/2 page ad in Expo Directory
- Logo on Expo Directory
- Web button ad from September ~ November
- Literature in Attendee bags
- Constant contact mentions
- Two lunch passes at Expo

Corporate membership

Up to four company representatives to attend WRN functions at the member rate

Prepaid monthly networking lunch at Inn At Chester Springs for one – ten lunches (May and November are excluded due to special events)

- Two listings in Online Directory
- Two 1/4 page newsletter ads
- Two business card newsletter ads
- Two months WRN web ad

Silver Sponsorship Package offered at \$1,500

Awards Lunch – May 2010 lunch

- Lunch for 2 – premier seating
- 1/2 page advertisement in Awards Brochure

Expo Supporting Sponsorship – November 2010

- Premier table
- 1/2 page ad in Expo Directory
- Literature in Attendee bags
- Two lunch passes at Expo

Luncheon Sponsorship – one month

- Two reserved seats at luncheon
- Five minute presentation to membership
- Media Mentions
- Constant Contact Sponsor

Corporate membership

Up to four company representatives to attend WRN functions at the member rate

Prepaid monthly networking lunch at Inn At Chester Springs for one – ten lunches (May and November are excluded due to special events)

- One listing in Online Directory
- Two 1/4 page newsletter ads
- Two business card newsletter ads
- One month WRN web ad

Bronze Sponsorship Package offered at \$1,000

Luncheon Sponsorship – one month

- Two reserved seats at luncheon
- Five minute presentation to membership
- Media Mentions

WRN Expo

- 1/2 Table
- One lunch pass

Individual membership

Master Networking Sponsorship Package offered at \$850

Individual membership

Prepaid lunch for one – ten monthly lunches prepaid (May and November are excluded due to special events)

One listing in Online Directory

Awards Lunch – May 2010

- Two premier seats
- 1/4 page ad in Awards Directory

WRN Expo – November 2010

- 1/2 Table
- 1/4 page ad in Expo Directory
- One lunch pass

One 1/4 page newsletter ad

One business card newsletter ad

One month Web ad

Essentials Networking Sponsorship Package offered at \$675

Individual membership

Prepaid lunch for one – eleven monthly lunches prepaid (November is excluded due to Expo)

One listing in Online Directory

- Two 1/4 page newsletter ads
- Two business card newsletter ads
- One month Web ad

WRN Supporter Sponsorship Package offered at \$500

Two 1/4 page newsletter ads

Two business card newsletter ads

Two months Web ad

One month Constant Contact Sponsor

Finis



NEW MEMBERS

Diane Canestra, Creative Director
ROWLAND PRINTING
751 Pike Springs Rd., Phoenixville, PA 19460
Phone: (610) 930-6195 Fax: (610) 933-0111
Email: dcanestra@rowlandgroup.com
Internet: www.rowlandgroup.com
Category: GRAPHIC DESIGN & PROMOTIONAL PRODUCTS & NOVELTY ITEMS

Kim Mulholland
Sr. Financial Systems Consultant
KREISCHER MILLER
100 Witmer Rd., Ste 350
Horsham, PA 19044-2369
Phone: (215) 441-4600 x 122
Fax: (215) 672-8224 Cell: (484) 354-1266
Email: kmulholland@kmco.com
Internet: www.kmco.com
Category: COMPUTER & IT SERVICES & ACCOUNTING

Debora Streeter-Davitt
STREETER ENTERPRISES, LLC
2335 Pikeland rd.
Malvern, PA 19355
Phone: (610) 608-6889 Cell: (610) 608-6889
Email: drstreeterdavitt@verizon.net
Category: OTHER – BAKERY & ETIQUETTE TRAINING

CHANGES

New address
Melynda Wagner, Representative
SILPADA DESIGNS
16 A Fairway Rd, Reading, PA 19607
Phone: (610) 787-0310
Email: melynda.wagner@comcast.net
Internet: www.silpada.com/melynda.wagner
Category: APPAREL & ACCESSORIES

New email
Toni Law, Independent Distributor
MONA VIE
190 William Penn Blvd., West Chester, PA 19382
Phone: (610) 291-3616 Fax: (610) 399-4042
Email: tonilaw@verizon.net
Internet: www.thegreatproduct.com/law
Category: HEALTH & WELLNESS PRODUCTS

New email
Linda L. Shaw, Agent
BARROW-HOENSTINE INSURANCE AGENCY
PO Box 638 2383 Kimberton Rd.
Kimberton, PA 19442
Phone: (610) 917-8890 Fax: (610) 917-8891
Email: linda@barrowins.com
Category: INSURANCE

What You Need to Know About Completing Your 2010 Membership Application

Where to Get the Application and Payment Options

Applications were mailed to current WRN members. You can access an application in a pdf version you can print out and mail to the WRN with your check or credit card information as payment or you can submit an application online using your credit card as payment. Both the pdf and online applications are available at www.wranchesco.com.

Term of Membership

Membership runs from January 1 – December 31, 2010.

Individual or Corporate Membership

To determine which is the best fit for you, check out the membership descriptions available on the application and at www.wranchesco.com.

Opt-Out Options for the Directory

The Membership Directory will now be an Online Directory (no printed copies will be distributed but a pdf will be available for you to print out at your discretion). The Online Directory will include benefits such as links from the Directory to your website as well as regular updates to contact information changes. Watch for options to opt out of listing your address, cell number and email address in the Online Directory on the application.

Additional Category Listings

There are two options available – one gives you additional categories with the same business listing and the other is for promoting multiple products or services. The details on the application will help you determine if this applies to your business.

Limited Directory Ads; Due Earlier

Only eight Web ads are available on the WRN Searchable Membership Directory page. These ads will run from Jan. 1 - Dec. 31, 2010, and will be seen by everyone using the new-and-improved searchable Directory. The ads are available on a first-come, first-served basis and must be submitted to info@wranchesco.com by 12/21/2009 (earlier than applications are due). Read the detailed instructions regarding submitting an ad that appear on the application.

Look at Sponsorship Packages

Check these out in conjunction with completing your membership application.

They include various combinations of membership, luncheon fees, promotion and advertising rolled into convenient and value-driven packages. See all the details on page 7 — one of these may be a perfect fit for you and your business, organizing a year's worth of marketing through networking at the WRN.

Don't Miss Out – Get that Membership in by December 31, 2009! *Finis*

Want to be a winner?

Well, we can't say what the odds are yet, but suffice it say, winning a free WRN individual membership (or a credit of \$175 toward a corporate membership) could be yours if your paid, completed membership form is received by December 31, 2009. A drawing to determine the winner will be made from all the submissions that meet the criteria. So why not take the opportunity to be winner, get that membership in by December 31st!



IN ACTION

News About Members and

WRN in Action will be back in the January *WRNnews*. In the meantime, please submit your member news and stories about working with other WRN members through the wrnchesco.com website or directly to the Editor, Pam Hesler at pamhesler@comcast.net. *Finis*



Interesting displays and fun giveaways at vendors representing a wide range of products and services made for a great visitor experience at the Expo.

Upcoming Events

December 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.

December 12 – Hannukah

December 16 – WRN Business Card Exchange

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

December 25 – Christmas

January 1 – Happy New Year!



MONTHLY LUNCHEONS

2nd Tuesday of each month

**January 12 – Looking Up:
2010 Economic Forecast,
Sophia Koropecykj, managing
director, Moody's Economy.com**

**February 9 – Taking Care of
YOU: Women's Health and
Wellness, a Women's Health
Panel presented by
The Chester County Hospital**

**March 9 – Planning for
Marketing Excellence**

WRN Luncheon December 8th, 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.