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WRN Board Meeting

June 14th, 9 am

Mal's Diner in Skippack

Everyone is invited. Please come and help make WRN a growing, vital networking organization, helping women connect for success!

"LISTEN UP"

It's that time of the month again — time to write the WRNMontco Newsletter message. I am reminded of a Dunkin' Donuts commercial, you know, the commercial where the little man drags himself out of bed, saying, "It's time to make the donuts."

In January I asked the Ex-officio President how she chose the newsletter topic and she said — I just came up with an idea; she was inspired. Over the past 6 months, I have observed that waiting for inspiration can look a lot like creative avoidance. I keep telling myself — this is the month I will not procrastinate — I will start my message early and submit on time (Deb will be shocked) and my message will be unique and inspired.

So...I quickly shower and apply my makeup, grab a cup of coffee, go to the back deck to await my inspiration. What an absolutely beautiful morning. The birds voice their appreciation for niger and black oil sunflower seed, spring flowers are bright and glorious, and I listen to the morning sounds — waiting for inspiration.

I listen and listen and listen...my mind starts to wander to my "6 most important list." My newsletter write-up is #1 on the list. I allow myself to think about skipping the write-up for now, move onto #2, #3... and wait for inspiration to arrive.

But, the small voice in my head won't let me skip #1. My inner voice reinforces the "Eat the Frog" philosophy (if you do your most difficult tasks — eat the frog — first thing in the morning, then the rest of your day is a breeze). I just had to eat the frog; I had to effectively and actively listen to my inner voice. WOW — that's it! Effective and active listening is my unique message. So that's how I got this subject: "Listen Up." Whew!

Listening has the potential of enriching relationships, especially business relationships. We must never be so busy making sure that clients hear what we have to say that we forget to listen to what they say. Most of us listen only long enough to

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Cher Frederick
President

The June Program

2nd Wednesday of the Month

WRN's Summer Book Review

What book should you grab before you hit that beach chair? Which new business titles offer enlightening information you can use instead of the same old, same old?

Let WRN help relieve the guess work and save you a few bucks on a book that's "just not worth it." See page 3 for more details.

The meeting will be held **Wednesday, June 8th** at the Bay Pony Inn at Lederach on Route 113 in Lederach. We will start with registration and networking at 11:30 am; lunch will begin at noon. Cost is \$15 for members, \$20 for guests. Make your reservations early! Call Tracy McGovern at 215-858-8195, or send your email to connect@wrnmontco.com now. You can also register online at our website: www.wrnmontco.com! Deadline is June 4th.



The Women's Referral Network of Montgomery County is working with RecycleFirst to raise funds through recycling.

RecycleFirst is a web-based business that offers innovative recycling programs, office, playground, and school supplies and works with businesses and organizations across the country to improve environmental stewardship. With 25,000 products available through the website, RecycleFirst is a leader in "Single Source" purchasing strategies.

RecycleFirst is providing free containers and shipping for ink jet cartridges, laser toner cartridges and high-speed network printer components. Pick up your bags or boxes at a WRN meeting.

We are also collecting used cell phones and accessories for recycling — bring these to any meeting! The proceeds will help support our programs and special activities.

For more information or to have recycling supplies sent directly to you, contact WRN Treasurer Maria Shields (610-992-2480 ext. 102) or Anne Stevenson Smith, our local RecycleFirst representative at 610-430-3377 or via email at asmith@recyclefirst.com. If you are interested in "buying recycled," Anne can send you a catalog either on CD-ROM or in hard copy. So trade your trash for cash!

You can be featured in next month's newsletter! What a great way to promote your business. But you must be at the next meeting to be in the drawing. See you there!

Meg Whalen Memorial Health Fair

Society constantly is reminding us that we need to stay healthy with the latest fad diets. Eating correctly is only one aspect of maintaining a healthy lifestyle. At the annual Meg Whalen Memorial Health Fair, members received a refresher course on healthy living from the guest speaker as well as the exhibiting companies.



Diane Dougherty, a registered nurse at Grand View Hospital, provided us a list of areas that women need to be cognizant of to maintain a healthy lifestyle. They include:

- Total cholesterol check
- Annual GYN exam
- Eye exam – depends on your individual eye health needs
- Blood pressure exam – have one done during your regular physical
- Glucose tolerance test – vital if you have a family history of diabetes
- Weight
- Food guide pyramid – exercise daily for 30-45 minutes and 9 servings of fruits and vegetables most days
- Colonoscopy – depends on your family history
- Alcohol use – what is considered at risk is more than 3 drinks/day or more than 7 drinks/week
- Body shape – different health risks dependant on your body shape. For more information, visit www.mercksource.com
- Dental exams – twice yearly or as recommended by your dentist.
- Laugh daily – known for reducing stress

Women's Referral Network would like to extend our thanks to our exhibitors for educating our members as well as contributing door prizes.

Health Fair Vendors on Display

Arbonne International	Tracy McGovern	215-858-8195
Carol for Heart Inc	Cindy Messerle	610-495-0584
Choices 4 Families	Cindy Dillon	610-327-2419
Family Dynamics	Jill Herman	610-666-7060
Healthy Balance Chiro & Wellness	Aaron Oberst, D.C.	215-855-6154
Holistic Practitioner/ Reiki	Lee Culver	610-888-4606
Journey to Wellness	Gretchen LaLonde	610-995-9279
Juice Plus	Veena Singla	610-564-6168
LMS Interiors	LaVerne Scheetz	215-362-7048
Mary Kay Cosmetics	Cher Frederick	215-234-4544
Melaleuca: The Wellness Co.	Diane Tyson	610-948-5335
Trager Practitioner	Mary Rotondi	215-721-0724
Wellness Initiatives	Alexis Christy	215-723-2961

Member Highlight

Tracy McGovern, Independent Arbonne Consultant/Reflexologist

Health means many things to many different people. Taking care of your body is so very important. How do you take care of one of your largest organ—your skin? We all know to stay away from the sun but do you think about what you put ON your skin? Arbonne provides a proactive approach to maintaining health on the outside and the inside.

Tracy McGovern, Arbonne Area Manager, is passionate about healthy living and the flexibility and empowerment of being self-employed. Her passion led her to Arbonne, which has allowed her to help others reach their personal goals and dreams. Tracy has experienced personal growth and helped others find the same success. Arbonne International, founded in 1975, is a Swiss formulated skin care company that manufactures in the United States. Arbonne's skin care products, based on botanical principles, became a reality in the United States in 1980 and are now shared throughout the United States & Canada through Arbonne's network of Independent Consultants. Building on these same founding principles, Arbonne's product line has since grown to include both inner and outer health and beauty products that are unparalleled in quality, safety, value, benefits and results!

The company not only offers superior products that provide immediate results, but the people in the company have a common goal of helping others succeed. The time is now if you want to experience a fast-growing company that values its people. If you are interested in hosting a home class, individual consultation or to learn more about the home-business opportunity, contact Tracy McGovern at 215-858-8191 or anu_path@msn.com

This member highlight was written by Kim Nguyen Huggins, Principal of Salient Strategists



The radiant Tracy McGovern shown with hubbie, Keven McGovern

“The Summer Book Club” — June’s Meeting Program

In June we present our Annual Summer Reading Book Review of four select books chosen to enhance our personal growth and business savvy. These books have been read by four of our members who will present a brief synopsis of each and then invite questions from the audience.

What a great way to get ready for your summer reading! The books being reviewed include:

The Journey Called YOU: A Roadmap to Self-Discovery and Acceptance by our own WRN member, Julie Fuimano and read by Tracy McGovern

The Present, by Spencer Johnson (author of *Who Moved My Cheese?*) and read by Mary Fork

Your Best Life Now, by Joel Osteen and read by Mary Rotundi

How to Be a People Magnet, by Leil Lowndes and read by Monica Kauffman

Join us for this fun and relaxing luncheon event to line up your summer reading now.



Calendar of Events

June 8, 2005

Monthly Luncheon Meeting
“Summer Book Club Reviews”

July 13, 2005

Monthly Luncheon Meeting
“Summer Fun Luau!”
All Networking — Fun and Games

August, 2005

No Meeting
Enjoy Your Summer!

September 10, 2005

Monthly Luncheon Meeting
“Your Business and the Law”
Sandy Liberatori, Liberatori & Steckerl

October 12, 2005

Monthly Luncheon Meeting
“Breast Cancer Awareness”

November 10, 2005

Monthly Luncheon Meeting
“How to Do It All (Balance Between Home and Work)”
Lorraine Cohen, Powerful Living

December 14, 2005

Monthly Luncheon Meeting
“Bring A Bra Holiday Party”

All Networking – fun and games. Collecting new bra and underwear donations for Laurel House.

January 11, 2006

Monthly Luncheon Meeting

Also

WRN-Chester County June 14, 2005

Monthly Luncheon Meeting
11:30 – 1:30
info@WRNChesco.com

WRN Connections is a monthly publication of the Women's Referral Network of Montgomery County. It is available as a PDF via email or on our website: www.wrnmontco.com

All articles, news, information, thank you's and advertising should be submitted by the Friday after the monthly luncheon meeting or via email to WRN@hartcen.com no later than the Friday after the luncheon.

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Newsletter Submissions

Please send Member News or Recognition to the editor by the Friday after the monthly meeting.

Articles submitted must have a general interest and are subject to editing if accepted for future publication.



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Women Connecting
for Success

The Women's Referral Network (WRN) of Montgomery County introduces you to fellow professional women in your community and serves to promote business opportunities among and for women. Network to make the connections you need to propel your business or career. Learn from others and share your success.

President's Message (continued from page 1)

shoot from the lip — offer advice or sharing our expertise before hearing all the client has to say. We tend to listen in spurts. We concentrate, let up and then concentrate again, and most of us only pay attention to what we hear for about 60 seconds at a time.

Listening is more than just taking in information; it also means understanding, communicating, and acknowledging other people's feelings (good or bad). Maybe it is time to sharpen our listening skills. Here are some suggestions for developing active and effective listening skills:

- **Develop the desire to listen.** It's well worth it! Clients will tell us everything we need to know to solve their problem and provide them with personalized service.
- **Don't interrupt.** There is always the temptation to interrupt — to tell the other person something vitally important. It isn't, so don't. Hold your thoughts until it is your turn to talk.
- **Actively listen.** It's not enough to listen to someone — make sure the client knows you are listening. Active listening is the art of communicating to clients that every word is heard. How? Acknowledge and validate by nodding and making good eye contact. Take notes quickly and maintain as much eye contact as possible.
- **Check for understanding.** You do this by asking questions, e.g., "Mary, just to be clear — are you saying that you want to invest 20% of your net income?" Ask a question...then hush. Wait for the answer and take notes if necessary. This is a foolproof way to listen. Checking for understanding prevents hearing what we want to hear — notes keep details clear.
- **Listen for nonverbal messages** — body language. Decode the message.

I recently read an article by Susan Ginsberg. In the article, Dr. Ginsberg said, "Every communication is really eight communications:

what you mean to say,
what you actually say,
what the other person hears,
what he thinks he hears,
what he means to respond,
what he actually responds,
what you hear him say, and
what you think you hear."

After reading this statement, I thought how great it would be to clear things up by streamlining communication to just what your client says and what you say.

Maybe, just maybe we could streamline the process by practicing the 70% / 30% Rule.

I think this rule is worth consideration — would you agree?

Practice the 70% / 30% Rule

- Potential/existing clients present the problem they want you to solve; the client talks for 70% of the time.
- Your role is to actively listen without interruption, sincerely smile/maintain eye contact, acknowledge/validate the client's statements, ask questions to check for understanding and summarize the client's request, and present your solution to their problem. You talk for 30% of the time.

Cher Frederick