

## WRN Executive Board

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## Board Nominations

### We need you!

September is the month to nominate yourself or someone you know would do a good job — Elections are coming in the fall and we need the "slate" filled soon. Please think about helping!

## Overcome Obstacles!

September brings the end of summer and the beginning of autumn, a time of adjustment – different schedules, different clothing, the kids are back in school and summer vacation is just a fond memory. One memory that may not be thought of fondly is travel by major highway and the road construction during the summer months. During our family travels we encountered construction delays, backups, rerouting and even roadblocks – you probably did too. Delays and backups usually meant lost time; however, rerouting and roadblocks can send you off in what appears to be the totally wrong direction. In one instance we were even lost for awhile – crazy. These not-so-fond memories remind me of an article I read recently called *The 7 Deadly Roadblocks to Success* by Chris Widener. The article discussed obstacles to overcome to achieve your career and personal goals and success. The roadblocks are as follows:

**1. Fear.** Fear is one of the worst enemies of success. When fear wraps its tentacles around you and keeps you in bondage, you will never be able to reach for your dreams. We must confront our fears, see them for what they are, toss them to the side, and pursue our dreams with relentless passion. Conquering fear and stepping forward to reach new lands and new ideas is what makes success possible. What are YOU afraid of today? What fear must you conquer to be able to achieve your dream? When you realize what it is, take an action that is diametrically opposed to that which you fear. This will confront and conquer the fear by giving you the first step in the right direction.

**2. Lethargy.** Quite frankly, what keeps most people from success is that they simply don't have the energy, or make the energy, to do what it takes to move to the next level. They get to a point that is comfortable and then they settle in for a nice, life-long nap! Don't get lethargic; get going! Force yourself to wake up from the slumber and move!

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Cher Frederick  
President

## The September Program

## 2nd Wednesday of the Month

### Legal Concerns of Small to Medium Size Business

#### Owners by Sandy Liberatori, Liberatori & Steckerl

Get a "soup to nuts" overview of legal issues confronting small to medium business owners: what to consider when forming your business; when to use an attorney and "shopping" for an attorney; common legal pitfalls when starting up and/or money is tight; "Contracting" or "For the Lawyer's Sake, Please Put It In Writing," and more.

The meeting will be held **Wednesday, September 14th** at the Bay Pony Inn at Lederach on Route 113. 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](mailto:connect@wrnmontco.com) now. You can also register online at our website: [www.wrnmontco.com](http://www.wrnmontco.com)! Deadline is September 10th.



## I AM A WINNER!

WINNERS take chances.

Like everyone else, they fear failure, but they refuse to let fear control them.

WINNERS don't give up.

When life gets tough, they hang in until the going gets better.

WINNERS are flexible.

They realize there is more than one way and are willing to try others.

WINNERS know they are not perfect.

They respect their weaknesses while making the most of their strengths.

WINNERS don't blame fate for their failures, nor luck for their successes.

Winners accept responsibility for their lives.

WINNERS are positive thinkers who see good in all things.

From the ordinary, they make the extraordinary.

WINNERS believe in the path they have chosen.

Even when it's hard, even when others can't see where they are going.

WINNERS are patient.

They know a goal is only as worthy as the effort that's required to achieve it.

WINNERS are never victims.

Winners decide what their future will look like and hold the image close – and never let anyone steal their dream!

## Speaker for the September Program

Sandra (Sandi) M. Liberatori has been practicing law since 1985 after graduating from Temple University School of Law. She was a law clerk to the Pennsylvania Superior Court and to the Honorable I. Raymond Kremer of the Philadelphia Court of Common Pleas for a number of years. After leaving her clerkship, Sandi began working as a trial lawyer for a boutique personal injury firm in Center City.

Sandi and her family moved to Collegeville in 1993, at which time Sandi opened her own practice. With some help from WRN, she developed a general practice. Sandi represented individuals in zoning disputes, with estate matters, with business issues and with contractor disputes, among other things.

Additionally, she helped individuals put together small claims actions when the amount of money involved did not warrant the use of an attorney in court. Many of Sandi's clients were small and medium size businesses. This type of practice enabled Sandi to work part-time as she raise her two daughters, Sarabeth and Amanda. Later, Sandi's husband, Eric Steckerl, became her law partner when he merged his practice with her's, and they continue to work together and build their practice.



## Nominations and By-Laws

The nominations are still open so this is a great opportunity to help your business grow by helping WRN grow as well. Please consider serving or if you know someone who would benefit from the exposure as well as help WRN, contact Deb Cenci at 610-933-5874 or email: [deb@cencible.com](mailto:deb@cencible.com).

Every few years, each organization needs to review its constitution and by-laws...and it's that time for WRN. After an extensive review by a certified parliamentarian, we have updated everything. Copies will be available at the September and October meetings. We will be voting on the revisions at the October meeting. If you need a copy, please contact Cher Frederick ([Cherfrederick@comcast.net](mailto:Cherfrederick@comcast.net)) and she will send you the file via email.

## Member-to-Member Discounts and Incentives

One of the best ways to build your business is to provide an incentive/discount to WRN members – giving them a sampling of what you/your business has to offer. Beginning with the November newsletter, you will be able to advertise your member-to-member incentive/discount by downloading the form from the website and emailing it to LaVerne Scheetz ( [Laverne@lmsinteriors.com](mailto:Laverne@lmsinteriors.com)).

All of the incentive/discounts may not appear in the November newsletter but will be shown as space allows in upcoming months. Your incentive/discount must be clearly stated using 20 words or less. Don't miss this chance with yet another way to promote your business!

### Examples of Discounts Offered:

Carol Moran – Jazzercise, Inc.  
\$10 off a 1-month unlimited pass

Cher Frederick – Mary Kay  
FREE facial/color consultation and 25% off your initial order

Deb Cenci – eco-Cencible  
10% off any Fresh Air unit plus \$50 for any qualified referral

Tracy McGovern – Arbonne Int'l  
20% off Arbonne products and \$10 off Reflexology sessions



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](http://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](mailto:WRN@hartcen.com) no later than the Friday after the luncheon.

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Publicity: We're looking for a  
volunteer...can YOU help?

## 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.



**Women's  
Referral  
Network**

of Montgomery County

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Harleysville, PA 19438-0388

**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.

## Member News and Recognition

**Marg Ford**, Silpada Designs, would like to thank **Cher Frederick**, Mary Kay Cosmetics, for her purchases. "Cher, you are a great advertisement for me. You wear it well!" And in turn, Cher thanks Marg "for making my world more beautiful!"

**Maria Shields**, Ameriprise Financial, extends her thanks to **Mary Rotundi**, Trager Practioner, for helping her "relax after a stressful day!"

**Cindy Dillon**, MS, RN, from Choices 4 Families, thanks **Tracy McGovern**, Arbonne, for the "wonderful, non-greasy sun block," and to **Mary Rotundi**, Trager Practioner, for the amazing "therapy to allow your body to remember what it feels like to be relaxed." Cindy also thanks **Laura Edwards**, Infusion Marketing, for creating her "logo, brochure and website with her positive energy."

**Deborah Cenci**, Cencible Marketing and eco-Cencible, thanks **Cindy Messerle**, CAROL for Heart, for the opportunity to design her logo and brochure — and for the introduction to the head of Temple's Women's Heart Care Program.

## President's Message (continued from Page 1)

**3. Lack of perseverance.** Often times the race is lost because the race is not finished. Success is often just around the sharpest corner or the steepest hill. Persevere. Keep going. One more hill. One more corner! In real estate they say the three most important things are "location, location, location." In success the three most important things are "perseverance, perseverance, perseverance."

**4. Pessimism.** The saying is that you can achieve what you believe. Ask yourself what kinds of beliefs you hold. Are you an optimist or a pessimist? If you don't believe that you can achieve than you won't. Your pessimism will prove yourself right every time. You will find that you subconsciously undermine yourself. Develop your optimism. Look for ways to believe that you can achieve success.

**5. Not taking responsibility.** I am the chaplain for the local police department. The other day I went with an officer as he took two prisoners to court. Time after time the prisoners made excuses as to why they hadn't yet done what the judge had ordered (she didn't buy it, by the way). After dropping the prisoners off, I said to the officer that unsuccessful people and prisoners have the same bad habit – they won't accept responsibility for their lives. You are responsible. When you accept that, you are on the road to success.

**6. Picking the wrong people to hang out with.** We can easily become products of our environment. This is why it is essential to hang around people who will spur you on not hold you back! What about the people you have surrounded yourself with? Are they quality people who will encourage you and strengthen you in your quest for success? If not, move on!

**7. No vision.** Those who succeed always see their success months and years before they live it. They have the ability to look ahead, see the future, imagine the good that can and will come from their lives, families and work. To not have vision is a tremendous roadblock. Sit down and work on seeing the future – and make it good!

So, during the summer, if you have been doing 4-wheel, off-road driving on your road to success, you may have hit some bad ruts, different routes and maybe you have even ended up in the borrow pit. I'm guilty of wasting time with some of the roadblocks mentioned above but now I'm ready to get back on a newly improved turnpike to my success. Will you join me? *Cher Frederick*