

WRN Executive Board

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Cheryl Messum

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President's Message

As we move from summer to late summer – let's just keep it simple and focus and finish what we planned to do in January 2009 – we are in the final laps of 2009. Feel yourself feeling good about how far you have stretched in 9 months. Feel yourself leaning forward to the finish line (December 2009) and know that you “saw it through” and maintained a positive attitude through challenges and obstacles before your finish line. **BREAK THAT BARRIER** – there is no going back and you can be the **WINNER!**



Cher Frederick
President

How to Stay Positive - "My Top 10 List"

By Mr. Positive! aka; David Boufford

10. Turn off the news (if something really important happens you'll find out).
9. Find and indulge in your passions (Ask yourself 'What brings me joy?' Then dig in!).
8. Always see the glass as half full (look for solutions/opportunities where others see problems).
7. Connect with Your Higher Power (Pray/meditate/find a Spiritual path that resonates with you and practice it).

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The September Program 2nd Wednesday of the Month

“16th Annual Anniversary Party”

September 9, 2009

Please join us at the luncheon on September 9th when we celebrate our 16th Anniversary and announce our 2009 Scholarship Winner(s) and this year's Business Excellence Award winner!

The meeting will be held **Wednesday, September 9th** at the **Hotel Fiesole** (www.hotelfiesole.net) 4046 Skippack Pike in Skippack. Registration and networking at 11:30 am; **the meeting will begin at 11:45**; \$20 for members, \$25 for guests. **Pre-registration deadline is Sunday September 6th**. If you have not been receiving a luncheon e-vite, please contact Tracy McGovern at wrnmontco@comcast.net to be added to the invitation list.

At the 16th Anniversary Party we offer offering an award of \$500 worth of services or supplies to a deserving woman who has owned her own business for at least 5 years. **If you wish to donate services/supplies utilized for the Business Excellence Award**, please contact Tracy McGovern by email (tracy@teammcgovern.com).

2009 Programs/Schedule

September 9, 2009

"16th Annual
Anniversary Party"

October 14, 2009

"Public Speaking"
Sheryl Nierenberg, Adjunct
Professor/Bus. Entrepreneur

October 23, 2009

2nd Annual Halloween
Costume Party

November 11, 2009

"Financial Planning that
makes Sense"
Maria Shields,
Ameriprise Financial

December 9, 2009

"Bring a Bra
Holiday Luncheon"

We are currently planning the 2010 schedule. If you have any suggestions for speakers or topics for our luncheons, please contact Brooke Martin at 610-287-7787

If you do not wish to receive a printed copy of the WRN newsletter, please go to the WRNMontco web site, in the News section and request to be taken off the mailing list.

Please recycle this newsletter by passing it along to another woman in business.

October Program

"Positive, Powerful Communication"

Sheryl A. Nierenberg, Adjunct Professor, Entrepreneur

What is the quality of your personal and professional relationships?

What if you could consistently create the kind of positive relationships that you've always wanted?

You communication skills could hold the key... find out how your communication skills affect your success at our luncheon on October 14th with Sheryl Nierenberg!

Professor Nierenberg holds a Master of Science Degree in Management from Rosemont College and a Bachelor of Science Degree in Communication Arts from Marywood University. Ms. Nierenberg brings 18 years of corporate training and teaching experience and 20 years of performing arts experience into her classrooms at Lansdale School of Business and Bucks County Community College. As a member of the business community, Ms. Nierenberg owns and manages Sheryl Ann's Victorian Tea Room – a 50 seat Victorian restaurant in Green Lane, Pennsylvania.

Nierenberg is a member of the Business and Professional Women's Organization (BPW) and the Upper Bucks Chamber of Commerce (UBCC). Professor Nierenberg plays the guitar, is a published poet and enjoys traveling, reading, antiquing, and singing jazz.

At this time there is no **October Luncheon Sponsor** scheduled. If you are interested, please contact Brooke Martin at (610) 287-7787 to reserve the spot!

WRN Board of Director Nominations



The WRNMontco Nominating Committee for Executive Board nominees will present the slate of officer nominees to the WRNMontco Executive Board at the September Executive Board Meeting.

The positions are for a two-year term - January 2010 through December 2012. The positions open include: President, VP Membership, VP Programs, VP Publicity, VP Communications, Secretary and Treasurer.

Voting will take place at the October Meeting/Luncheon.

Fall Clothing Drive - OCTOBER 2009

The organization for our fall clothing drive - which will be held at the October luncheon - is once again, Career Wardrobe. Career Wardrobe is a nonprofit organization that empowers low income women returning to the workforce to succeed by providing professional clothing and workshops that educate and inspire women toward an independent future. The Career Wardrobe is collecting the usual business attire as well as clothing for the service industry and medical fields. In addition to business suits, their clients require specific items for training. Please consider donating the following new/gently-used items to help a woman find self-sufficiency and independence!



- Black, tan, or navy blue khaki pants
- Steel toe boots
- Polo shirts without a logo
- White shirts
- Scrubs without a logo
- Nursing shoes
- Black, non-skid shoes/sneakers

Please make sure everything is on hangers, clean, no stains, has all buttons, zippers work, no tears, etc.

Welcome New Members!

Please join us in welcoming our new members:

Jane Butler

Accessible Home Health Care
Ardmore, PA
610-649-0321
jbutler@hcglobal.com

Lynn Fleisher

Curves
Trappe, PA
610-489-2800
curvesofcollegeville@verizon.net

Susan Klaumenzer

Allied Advertising & Promotional
Specialties
Harleysville, PA
215-631-9907
alliedpromotions@comcast.net

Tonya Perri

Tonya Lov Jewelry
Collegeville, PA
610-316-0336
jewelry@tonyalov.com

Donna Ryba

Helping Hands Senior Care, LLC
Perkiomenville, PA
610-754-0212
dryba0719@gmail.com

Upcoming Events

WRN-Chester County

Tuesday, September 8, 2009
11:30am - 1:30pm
Social Networking Dos and Don'ts
Dr. Stacy Price, Immaculata University
The Inn at Chester Springs
Exton, PA
www.wrncesco.com

Utilizing Social Media

Tuesday September 22, 2009
6:30pm - 9pm
Shannon Myers, Walton Search
Arbour Square of Harleysville
Cost \$25 by PayPal
RSVP Required - Seating for event is limited to 50
For More Information Contact
Shannon:(215) 793-4892

Geiger Client Expo

Wednesday September 23, 2009
10 am - 2 pm
Alyson Wentz, Geiger
Franconia Heritage Banquet &
Conference Center on Harleysville
Pike in Franconia
Register at:
www.geigerpromotions.com

Country Creek Winery

September 12, 2009
2 pm - 5 pm
George Wesley, Reggae Concert
\$10/person - Children under 15 free

September 26, 2009

6 pm - 9 pm
Christine & Company
\$5 Cover Charge - Wine tasting and sales will be available.

October 3, 2009

6 pm - 9 pm
"Hank's Cadillac"
\$5 Cover Charge - Wine tasting and sales will be available.

For more information call

215-723-6516 or

www.countrycreekwinery.com

Collegeville Business Networking Group

Monday Mornings

8 am - 9 am

Collegeville Diner

www.collegevillenetWORK.com

Quakertown Business Networking Group

Tuesday Mornings

7:30 am - 8:30 am

Karlton Cafe

www.QBNG.org

Membership

Don't forget to volunteer for a committee. We need help with the **Membership Committee** – Can you help with greeting or signing in people? Can you help with our raffle tickets? What about helping maintain the member database?

The **Program Committee** needs help with developing new ideas for programs at our monthly meetings, contacting speakers, planning and holding special events, writing thank you notes, and coordinating speaker gifts.

The **Communications Committee** needs help with writing, proofreading, producing newsletters, event flyers, and the annual directory.

The **Publicity Committee** needs help with producing monthly press releases and contacting newspapers, radio, and TV stations.

The **Outreach Committee** needs assistance in exploring ways to grow our membership and ways in which WRN can be a source of philanthropy in our communities.

The **Memories Committee** needs your help in developing write-ups and maintaining a Memory Book to share at meetings & outreach events.

Sign up to help a committee today!

Helping out helps you!



HALLOWEEN PARTY!

Proceeds benefit:
CAMP RAINBOW
A Non-Profit Residential Camp For
Deserving Children
In Montgomery County

Co-sponsored by:
WRN Women's Referral Network **Country Creek Winery**

Friday, October 23th
8:00 PM -MIDNIGHT
Country Creek Winery
Telford, PA

Please join us for freaky fun and networking!

- Live music, DJ & dancing
- Apps, desserts, wine & other refreshments
- Door prizes & cash prizes for best costumes
- Fortune telling and more!

Open to WRN members & guests over 21.
SPACE IS LIMITED -RESERVE YOUR SPACE NOW!

Cost: \$35/ticket or 6 for \$180
Pay at Sept./Oct. Meeting or Online with Pay Pal at:

WWW.WRNMONTCO.COM

Media Sponsor:
COURIERNEWSWEEKLY

Sponsorship Opportunities for Halloween Party

Proceeds to benefit: Camp Rainbow - A Non-Profit Residential Camp For Deserving Children In Montgomery County

Sponsorships Levels and Benefits

Scary Level - \$100

Your company/individual name placed on the www.wrnmontco.com website with the event information. The initial Evite goes out the week of Sept. 8th and several more will follow before the event –this page is going to get hit hard!

Your name on the event flyer distributed to WRN members at the Sept. and Oct. meetings and distributed at local businesses (for paid commitments by 8/31 or 9/30)

Your name in the event program sponsors listing and in the WRN newsletter.
1 complimentary event ticket.

Frightening Level - \$250

Sponsor a child to attend Camp Rainbow next Summer! They have never turned a child down, but this past year was too close for their comfort and ours. You'll enjoy the benefits above plus: 125 x 125 pixel banner ad on WRN website through the end of 2009.

Your logo included on print advertising and event banner hanging in a prominent location
Additional complimentary event ticket (2 total).

Terrifying Level \$500

Above plus the opportunity to co-present the donation to Camp Rainbow at the event. Photo op with the "big check" and a two minute verbal announcement

Picture will be submitted with post event press release for media coverage. This sponsorship level is exclusive – first paid, first served.

2 additional complimentary event tickets (3 total)

Contact Denise Chaney, 215-699-6130, dchaney@newdawnfinancial.com

Member Highlight

Terri Yetter, Wells Fargo Home Mortgage

Terri Yetter works for Wells Fargo Home Mortgage, a business started by Henry Wells and William Fargo in 1852. If that name conjures up an image of a stagecoach racing across the west, it seems that was the intention. There is a link between that image and the company.

The Wells Fargo Company owned, used, guarded and operated stagecoaches in their early history. Showing an appreciation for that history, they still own the originals which can be found in their museums. In addition there are 13 on display in various buildings and they own a fleet of 17 that are used at civic events throughout the year and for the company's marketing efforts.

Prior to joining such a history laden company Terri was an accountant who decided she needed a change from her profession. As she says, "it wasn't fun anymore." With a life-long interest in real estate and skills that include attention to detail, the mortgage market seemed an ideal fit. Best of all, she's back to being in love with her job. For Terri working with customers buying their first home or moving up to a bigger and/or better home allows her to share in the excitement of one of life's major events.

Terri grew up in Perkiomenville and has lived with her husband in Trappe for the past 17 years. She has two grown daughters and one grown son. She is also the proud grandmother of six grandchildren.

As a member of WRN, Terri would like to work with members of our organization to help us benefit from the financing and re-financing she can provide for residential properties. She is also able to fund commercial loans up to \$500,000. WRN members can take advantage of a \$100.00 closing cost credit for each \$100,000 financed through Terri. She will also provide guidance on when and how to make your move.

You can reach Terri at www.LoansByTerri.com.

**Mid-Year Membership Rates are Now in Effect!
Join Today and Reap the Rewards of Membership.**

**Be a Part of Montgomery County's Most Dynamic
Referral Group for Women!**

**Join now and enjoy the benefits of membership for the rest of
2009, including a listing in our online membership directory with
a link to your website.**

Door Prizes

Each month we have two door prizes and a 50/50 drawing with proceeds used to support our Scholarship Program. **M e m b e r s** are encouraged to sign up to donate product(s) or services(s) specific to their business. Please contact Peg Elliott of Century 21 Alliance (610-489-2100, ext. 220) to donate door prizes during 2008. Thank you for your continued support of our WRN Scholarship Program!



Our recycling program helps increase the dollars in our Scholarship Fund. You can bring your empty inkjet cartridges, laser cartridges, and cell phones to the meetings. Our website now has the lists of accepted cartridges and phones. Please refer to the website to make sure your recycled items will be accepted.

SPECIAL!! Limited Time

Luncheon Sponsorships are available for \$100. Please complete the sponsorship form - available on the website - and contact Brooke Martin at 877-757-4NCG x 302 to secure your spot!

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.

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

Editor: Cheryl Messum
Minuteman Press of Eagleville
610-539-6707
eagleville@minutemanpress.com

All articles, news, information, thank you's and advertising should be submitted no later than the Friday after the monthly luncheon meeting via phone or email (preferred) to Cheryl Messum, Minuteman Press. Articles submitted must have a general interest and are subject to editing if accepted for future publication.

ADVERTISING

Members can advertise in the monthly newsletter and on the website. Advertising forms are available at the luncheons. Both medias are a great source of advertising - advertisements reach all members and recent guests and help you reach a targeted market.



**Women's
Referral
Network**
of Montgomery County

PO Box 388
Harleysville, PA 19438-0388

**Women Connecting
For Success**

President's Message

(Continued from page 1)

6. Saturate your mind with positive books, quotes, music, and self-talk.
5. Associate with Positive People (fire your flaky/negative friends).
4. Serve others (find a cause you can support and give your time).
3. Keep a feel good/gratitude journal (write about all the good in your day).
2. Fall In Love (start with yourself, if that's hard try a pet, then move to other people).
1. Stay connected to me Mr. Positive, your very own Professional Encourager!

STAY POSITIVE! Mr. Positive! David Boufford Professional Encourager™

Cher

Free Booklet from SCORE!

Everyone loves to receive something for FREE—as in “no money needed” and “no strings attached.” Rich DeFalco, Chairman of Montgomery County SCORE and recent guest on “Ask SCORE” radio show is offering a FREE 32 page downloadable booklet in PDF format. The booklet is titled How to Really Start Your Own Business. It is a step-by-step, easy to follow, guide which helps the entrepreneur from “Summarizing Your Idea” to “Charting Your Progress.” The booklet contains 14 chapters dedicated to the following topics: “Creating the Business Plan and Choosing the Company Structure,” “Testing and Protecting Your Idea,” “Focus on Funding and Building the Team,” and “Controlling Cash and Credit.”

To receive a copy of this informative booklet, send an e-mail to booklet@score513.org, requesting and electronic copy of the publication.

SCORE is a service corps of retired executives and partner to the U.S. Small Business Administration. This non-profit organization provides free and confidential counseling to businesses. The Pottstown SCORE office is located in the New York Plaza on High Street. For more information phone 610-327-2673 or visit the web at www.pottstownscore.org.

12-inch RULE



Member displays at the monthly luncheon are limited to 12 inches in width. This will allow more members to display in the space; as always, it is first come, first serve. Thank you for your cooperation.

When It Comes to Customer Service, Small is Beautiful

Size isn't everything, especially for providing value to customers.

This important fact can help distinguish small “mom and pop” businesses from big box chain stores. It gives them a powerful competitive advantage in an age when more consumers crave and expect a high level of service and responsiveness.

Your position at the “front lines” of your business gives you direct access to your customers' needs, attitudes, and opinions. You know the kinds of products or services they want, when they want them, and how best to deliver them.

To gain these valuable insights, you need to proactively assess what you do and should be doing to keep customers coming back, rather than tempting them to try the “big store” down the street.

Start by putting yourself in your customers' place. How would you like to be treated if you were a first-time customer or a “regular?” Also consider conveniences. What can you do to make it easier to find items and check out, rather than having to navigate a big-box store's aisles and cashier lines?

Also visit other stores and service centers, including those unrelated to your business. See what they do that you find appealing, and adapt those practices to enhance your business's customer experience. Similarly, watch for aspects you don't like, but be sure to understand the reasons behind problems or poor service, such as understaffing and limited inventory. This will help prevent similar problems from arising in your business.

How you connect with customers by phone or email will also help differentiate your small business from the sometimes bureaucratic nature of big-box chains. Answer calls promptly and with a friendly greeting. Avoid putting callers on hold for longer than a minute; take a message and respond as soon as possible. If you use an automated answering system, your customer service line should be one of the first options.

Although it may be impractical to handle email inquiries as they arrive, don't let them sit for too long. Some email systems automatically generate a response to acknowledge the message. Make sure the text is upbeat and friendly—again, the kind of message you'd want to receive. A promise to respond within 24 hours may not be enough. Designate certain times during the day to handle email queries, or assign the responsibility to an employee.

The best tactic for gaining a competitive edge is to contact SCORE “Counselors to America's Small Business.” SCORE is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners. Call 1-800/634-0245 for the SCORE chapter nearest you, or find a counselor online at www.score.org.

Unsubscribe Option

It has been drawn to the attention of our WRN Executive Board that mass e-mailings are being sent to WRN members.

All mailings sent to WRN members by WRN members must contain an option to unsubscribe. If complaints continue and we have evidence that members continue sending unsolicited e-mails without an “opt out” statement, the offending member will be warned. If after receiving the first warning the e-mails persist - continued membership will be in jeopardy.

Please provide an “opt out” on all e-mails sent to WRN members - then respect the option by removing the name from your distribution list.

Thank you,
WRN Executive Board



We want to remind WRN Members that we have a beautiful brochure that allows potential members to request information about our organization. Please take a handful of brochures and several WRN directories out wherever and whenever you participate in vendor/exhibit events or wherever you do business. Thank you for helping get the word out about WRN!



Celebrate!!!!
WRN Montgomery County
16th Annual Anniversary Party
Join us September 9th
at Hotel Fiesole - 11:30

2009 Scholarship Winners!
2009 Business Excellence Award Winner!
And Much More...



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of Montgomery County

