

SUCCESS CONNECTIONS

A publication of the Women's Success Network

October 2005

October 5 Menu
Highland Country Club
Chicken Francaise
Baked Fresh Cape Schrod
Pasta Primavera
Networking 6:00 – Dinner 6:30

Upcoming WSN meetings

- November 2: Lafayette House, Foxboro
- November 30: Holiday Event, Rossi's, Millis (including Holiday Market)

WSN Membership Month

Developing Your Elevator Pitch

In the time it takes the elevator door to close and get to the next floor, what can you say to a stranger about your business that grabs their attention and gives them a thumb nail sketch about what you offer?

Come (and bring a guest) to WSN's October 5 meeting at the Highland Country Club in Attleboro to hear news personality and communications specialist, Ann Conway, on the subject of Elevator Speeches.

Whether you're riding an elevator or at a business or social event, you need to be able to succinctly answer the question "What do you do for a living?"

Many may recognize Ann, an award-winning television news

anchor, top-rated health reporter and familiar face on two major television stations in the Providence/Southeastern Massachusetts Cape and Islands area, WPRI TV (CBS) and WLNE TV (ABC).

Ann's background in television, speech and performance helps professionals develop the skills to deliver powerful messages with an effective communication style.

As a reporter, Ann was the first woman to co-anchor the evening newscast in the Providence and Portland, ME markets, and was nominated for a N.E. Emmy.

Ann is currently a senior communications consultant with Bates Communications.

Work begins on The Connection

Work is beginning on the 2006 edition of *The Connection*, WSN's annual membership directory. An exceptional marketing tool, WSN's roster provides members with free alphabetical and business listings as well as the opportunity to purchase display ad space to highlight their businesses and services.

Enclosed with this issue of the *Success Connection* is a two-sided sheet: one side directs members to update their contact information on the web; the other provides details on buying a display ad. All members are asked to review - and approve - their contact information on line at www.wsninc.org/name.htm. Even if

your information is unchanged from last year, we need to receive your approval. If you are not internet connected, contact Linda Hilliard.

Include your photo

Members have the option of including a head and shoulders photo in the directory at no additional cost.

Deadline

The deadline for approving information - and submitting ads is Monday, October 31. Photos and ad copy should be sent to:

Linda Hilliard, P.O. Box 2111
Framingham, MA 01701
newsletter@wsninc.org
508-879-5943



Women's Success Network

Women's Success Network
P.O. Box 372
Franklin, MA 02038-0372

For on-line information about
Women's Success Network,
check our website:
www.wsninc.org

From Your Chair

I was honored and pleased to be elected your WSN Chair at the September meeting. I want to express my appreciation to outgoing chair Marleen Wolfe and commend her for the great job she did last year.

Were you at our September "8 Minute Networking" meeting? Wasn't it amazing?! We had almost 100 people in attendance - one of the biggest turnouts ever at any WSN meeting. What a great opportunity to meet and get to know so many WSN members - all at one time! I hope that you will take the time to reconnect with some of the people you met at the meeting. A special note of thanks to Jan Turner who orchestrated this complex meeting. It isn't easy to strategize a meeting in which 100 women move every eight minutes! And, I didn't even have to use my whistle once!

The rest of this year will be an exciting one for WSN. The WSN Board is dedicated to bringing you top-notch programs and activities at convenient locations. Special kudos to our program chairs - Nancy Cantor and Carla Cataldo - who have spent countless hours developing an exceptional year of programs for WSN.

New this year is the WSN Mentoring Program. Barbara Cappadona is heading up this program, and you can find out more about it by checking out the article in this issue. You may also contact Barbara directly if you are interested in participating in the program.

Not only is October Membership Month at WSN, it's also the month that we'll be celebrating our 20th anniversary. Bring a friend (or two or three) to the meeting and introduce them to WSN. We'll be meeting at the Highland Country Club in Attleboro. This is a new venue for us, so be sure to let us know what you think of this location on the meeting survey form.

A reminder that we're about to start work on the Connection, our annual roster of members. There are details in this issue, including advertising rates. Please be sure your information is up to date - and don't miss this opportunity to take out an ad in the Connection to promote your business.

Candace Sallale
WSN Chair

September raffle

September's raffle brought in \$320 for the scholarship fund.

Special thanks to:

Nancy Casano, Traveling Vineyard
(wine savor)

Tammy Costa, Organizer (desk organizer)

Ginny Murray, Allegra (hydrangea, candle set)

Valerie Larsen, Larsen Photography
(note cards, water color cards)

Joyce Parlapiano, High Note Realty
(garden basket)

Cheryl Reed, Silpada Designs (basket of goodies)

Margot Rivelis, Dazzle Me! (bracelet)

Teresa Rizzo, Officebees (Mary Kay lotion)

Roberta Saphire, Sapphire Manor
(attendance at event)

Colette Stukas, Universal Mortgage Corp (Mary Kay lotion)

Cathy Sutton, Happy Tails Doggy Day Care (day visit)

Board of Directors Contact Information

Chair: Candace Sallale
chairperson@wsninc.org

Secretary: Liz Scully
secretary@wsninc.org

Membership: Martha Whyte
membership@wsninc.org

Programs: Carla Cataldo and
Nancy Cantor
programs@wsninc.org

Publicity: Sharon Savage
publicity@wsninc.org

Reservations: Jennifer Taddeo
and Colette Stukas
reservations@wsninc.org

Scholarship: Donna Goulart
scholarship@wsninc.org

Treasurer: Teresa Rizzo
treasurer@wsninc.org

Advisors:
Nancy Parchesky
advisor1@wsninc.org
Marleen Wolfe
advisor2@wsninc.org

Ambassador: Michelle Raymond
ambassadors@wsninc.org

Newsletter/Database:
Linda Hilliard
newsletter@wsninc.org

Display Tables: Mary Chaffee
displaytables@wsninc.org

Webmaster: Jan Turner
webmaster@wsninc.org

From the editor

All contributions to our newsletter are welcome. Let us know of your personal and professional changes, calendar events, and general items of interest.

Articles and suggestions may be sent to:

Linda Hilliard
Hilliard Communications
newsletter@wsninc.org

P.O. Box 2111
Framingham, MA 01701
(508) 879-5943

Meet WSN Chair Candace Sallale

Candace Sallale was elected WSN Chair at the September meeting.

Tell us about your family

I live in North Attleboro with my husband Cliff, a registered pharmacist, and sons David, age 9, and Peter, age 10.

What is your career history?

I've been in the financial services industry for over 25 years. After working in banking for 15 years, I became a registered investment representative in 1992. I eventually decided to break out on my own and opened my Edward Jones office. With Edward Jones, I operate my practice independently, but I have the backing of a large investment firm.

I help my clients with all aspects of financial planning. I specialize in working with women. I particularly enjoy working with women in transition; those women who may be recently divorced or widowed, who have never before had to worry about their finances. Helping women gain confidence and become financially independent is very rewarding.

How do you spend spare time?

I like to play golf and travel. I also enjoy movies, and I try to get the family to the drive-in at least once a year so that I can pretend that I'm a kid again!

Tell us about joining WSN

I attended my first WSN meeting in the fall of 2002. Just being around other successful women was so interesting and uplifting. I was impressed that so many WSN members are entrepreneurs, often having given up corporate careers to start their own busi-

nesses. I was also impressed with their ability to juggle many responsibilities - family and business - in order to achieve balance in their lives.

I became a Board member in 2004, when I was elected Membership Chair. I enjoyed being able to recruit new members to WSN, and especially enjoyed greeting the new members and guests at the meetings.

What are your plans for WSN?

WSN has been a successful organization for many years, so I wouldn't want to mess with a good thing. Because people want to do business with and support people that they know and like, one of my goals is to place more emphasis on networking. This will be accomplished by making more time for networking at some of our monthly meetings. The idea for last month's very successful "8 Minute Networking" meeting arose from our desire to answer the feedback from members and guests who have stated that they want more networking time. We also plan to schedule more social events for WSN members. We started working towards this goal last year, with the Holiday Social and the Foxwoods bus trip, both of which were really fun events. Many members are eager to see what comes next. I would encourage anyone with suggestions for future meetings or social events to share those ideas with me or any other member of the WSN Board.

People come to WSN for different reasons than they go to BNI or Chamber events. It's hard to describe, but there is a certain camaraderie with WSN, and it works on both a business and

Meet our new Board

The following slate of officers was approved at the September 7 WSN meeting.

- Chair: Candace Sallale
- Secretary: Liz Scully
- Treasurer: Teresa Rizzo
- Membership: Martha Whyte
- Programs: Carla Cataldo and Nancy Cantor
- Publicity: Sharon Savage
- Reservations: Jennifer Taddeo and Colette Stukas
- Advisory: Nancy Parchesky and Marleen Wolfe
- Scholarship: Donna Goulart

Adjunct:

- Ambassador: Michelle Raymond
- Newsletter: Linda Hilliard
- Tables: Mary Chaffee
- Webmaster: Jan Turner

personal level.

Last year's Board did a great job, considering that 7 of our Board members were new. We were able to reach new audiences through our recruiting and publicity efforts, which helped to increase our membership by 30% for the year. The Ambassadors did a great job of helping people feel welcome. A new cancellation and waiting list policy for meeting reservations was implemented and welcomed by our members. We continued to work on offering programs that will inform, educate, and enrich our members in some way. Our Scholarship Program raised a record amount last year, and we were able to distribute over \$3,000 in scholarships. Not bad for a bunch of newcomers!

We've had a number of changes to the Board this year as well, but with the help of the outgoing members, we were able to ensure a smooth transition.

I'm looking forward to another successful, rewarding, and fun year for WSN.

About Us

• **Carla Cataldo** is going to be a panelist for the Metrowest NonProfit Network's workshop "What's the Right Revenue Mix for Your Nonprofit?" to be held on Friday, Sept. 30 from 8:30 am - Noon at The Center for the Arts in Natick.

• **Roberta Sapphire** of Sapphire Manor will give a 5% donation to WSN's Scholarship fund for any functions booked by members or outsourced by them to Sapphire.

Welcome new members

Beth Cormier
Director/Beauty Consultant
Mary Kay Skin Care & Cosmetics
945 West Street
Wrentham, MA 02093
508 384-0828
bcormier@marykay.com

Kathleen E. Crowley, Attorney
85 Main Street/P.O. Box 202
Hopkinton, MA 01748
508 435-8500
makynenlaw@verizon.net

Susan Ferrantino
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2 Gerald Avenue
Millis, MA 02054
781 684-0468
suzy.ferrantino@americanhm.com

Jackie Gannon
Travel Consultant
Fantasy Travel
604 Madison Street
Wrentham, MA 02093
508 384-6631
FantasyTrav@comcast.net

Renee Harris
Independent Jewelry Consultant
Cookie Lee
80 Fisher Road, Unit #89
Cumberland, RI 02864
401 475-7230
Alt Phone: 508 979-3770
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lovetosparkle@cox.net

Julie Murphy, Attorney
388 Hillside Avenue
Needham, MA 02494
781 449-9370
julie@ivkcpa.com

This and That

Mentoring – The Key to Success
WSN has launched a mentoring program! Whether you are part of an organization or a solo-entrepreneur-the mentoring relationship is the key element of success. This mentoring program is open to new and old members. Please contact Barbara Cappadona at 508-533-9862 if you are interested in getting involved.

Patty Nagle, Attorney P.C.
21 Park Street, Suite 304
Attleboro, MA 02703
508 222-1711
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Ann Ritchey
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27 Nashua Street
Leominster, MA 01453
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Beverly Rollins
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Arbonne International
158 Union Street
Norfolk, MA 02056
508 541-8623
Cell: 508-740-4378
Roshni@MyArbonne.com
Website: Glamour.MyArbonne.com

Interested in joining WSN? There's an application on the website at www.wsninc.org or contact membership@wsninc.org

WSN Ambassadors needed
Did you enjoy 8-Minute Networking? Do you like to meet new people? Then WSN Ambassador Team needs you. Ambassadors are the official greeters for guests and new members at each meeting. Ambassadors also introduce guests to other members. With the current growth of WSN, we need to ensure that guests and new members continue to receive a warm welcome. If you would like to join us in achieving this goal, e-mail Michelle Raymond, Ambassador Coordinator ambassadors@wsninc.org

Table Topics speakers

The Program committee is looking for up to 10 volunteers to lead Table Topics at WSN's February meeting. We need diverse topics that are suited to small group presentation. All members are welcome to apply. The committee reserves the right to select those whose topic will be of broad interest. Contact Nancy Cantor by November 15 at programs@wsninc.org Include your name, business, presentation topic, and a short description of what participants will experience and receive from your talk.

Connectively Speaking

• **Valerie Larsen** Photography would like to thank **Ginny Murray** of Allegra Printing for bring her two beautiful granddaughters in for portraits.

• **Teresa Rizzo** thanks **Sharon Savage** for booking a cruise for her family. There were 17 very happy cruisers on the Carnival Legend in July.