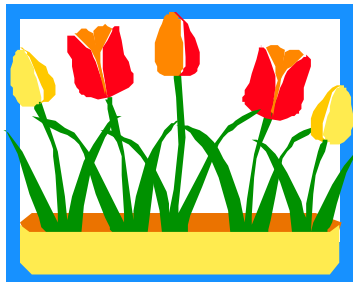


# SUCCESS CONNECTIONS

A publication of the Women's Success Network

May 2006

**WSN:**  
**Women Helping Women**  
**- Both Professionally**  
**and Personally**



**Happy Spring!**

**We're on a roll with the scholarship raffle! Let's make the May raffle even more successful than April's**



*Women's Success Network*

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For on-line information about Women's Success Network, check our website:  
[www.wsninc.org](http://www.wsninc.org)

## May 3 WSN meeting DNA of a Sales Champion!

**W**SN's May 3 guest speaker will be Chris Bond of Next Level, Inc. discussing the DNA of a Sales Champion! The meeting will be held at the Highland Country Club in Attleboro (menu on page four).

Learn a new way of thinking about growing your business. By taking a new approach to your selling roles, you can grow your top line while retaining your integrity, preserving your identity, and improving your credibility. Participants will need to address their comfort zones and self-limiting beliefs for the program to work.

*Learning Objectives:* Recognizing how the personal beliefs you currently have with regards to selling might be prohibiting you from selling as much as you could be; identifying how the first 5 minutes of your sales call may be affecting the rest of the call and why; and becoming aware, in black and white, how the prospect has been trained to tap you for unpaid consulting and how you play into that over and over again. It's time to stop being "sales-y" and close more deals!

## Stellar April raffle supports scholarship program

The April 5 scholarship raffle was one of the highest in memory - \$520 was brought in for the WSN Scholarship Program. There were more than 20 raffle donations and the 90 plus fashion show attendees bought lots of tickets. This total included a \$25 donation from Cheryl Reed who shared profits from her Silpada Party - with a \$25 match from Candace Sallale and Colette Stukas of Edward Jones.

The raffle donors were: Karyn Bilezerian, Carla Cataldo, Denise Foley, Karen Folger, Jo Frongillo, The Fudgery, Wendy Juergens, Claudette Kokolski, Cindy O'Rourke, Joyce Parlapiano, Cheryl Reed, Deborah Smith, and Deet Turnage. Thanks!!!

### April 30 scholarship deadline

April 30 is the deadline to submit applications for the Elizabeth F Wajer Scholarship.

If you - or anyone you know - is dedicated to improving her/your career through education, apply on line at [www.wsninc.org](http://www.wsninc.org) or contact scholarship chair, Donna Goulart at [scholarship@wsninc.org](mailto:scholarship@wsninc.org) Scholarships are presented in June.

This scholarship is primarily for nontraditional women learners who are obtaining or advancing skills through college or professional development. Applicants must live in Eastern MA or Northern RI.



**W**SN's April 5 Fashion Show and Shopping Emporium was a huge success! More than 90 women enjoyed the latest spring and summer fashions and shopped for everything from clothing to candles to jewelry. The WSN Board extends special thanks to Liz Scully and her fashion show committee, Patty Nameishi, Cheryl Reed, and Sheila Rinaldi, for their hard work in making this event possible. The Board also thanks all the fashion coordinators, models, makeup artists and vendors. And thanks to Joyce Parlapiano's son and his trio for providing the music and the opportunity for me to say "Hit it boys!" - I always wanted to say that!

And what about that April raffle?! More than \$500 (see page one) was raised for the scholarship fund. That's got to be a record for WSN. The scholarship raffle works because it is a two-way proposition. First, members make generous donations of raffle items, then members and guests help support the scholarship fund by buying raffle tickets. This way, everyone's a winner, and it sure worked on April 5! The deadline for scholarship applications is April 30 - winners will receive their scholarships at the June meeting.

There are only two more meetings for this program year and I'm sure you'll agree that this year has flown by. The May meeting will be at the Highland Country Club and our annual meeting/dinner in June will be at Sapphire Manor in Sharon. Program Co-chairs Nancy Cantor and Carla Cataldo have some excellent speakers lined up.

And finally, I'd like to give a quick acknowledgment of our membership. Our rolls are now at 166 members. That's due - in part - to the good work of Wendy Juergens (our Membership Chair), Michelle Raymond and her Ambassadors, and Sharon Savage, our Publicity Chair. This increase in members is also thanks to all of you - your warm welcome to visitors results in a flurry of new member applications each month, and your constant referrals to WSN - by bringing guests or telling other women about the Network - helps us to constantly grow. Keep up the good work, and see you on May 3rd.

*Candace Sallale, Chair*

**Want Something For Free?**

Need to clean out your basement? Freecycle.org is a free website where you can list items you want to get rid of for free or would like to get. There are local groups throughout Massachusetts, such as Attleboro, Plainville, etc. What can you find? Refrigerators, kids' clothes, craft items, furniture (such as cribs, toddler beds) and pretty much any item out there. The goal of the organization is to keep items out of the landfills.

*Submitted by Michelle Raymond*

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## About those e-mail blasts



The Board has often addressed the issue of e-mail etiquette\*. However, it has never offered an opinion on promotional e-mail blasts to the WSN membership.

At a recent meeting, the Board concluded that since WSN is a networking group, it is appropriate that members have opportunities to network with one another. To this end, WSN provides a resource table at meetings, members can buy ad space in the Connection, and even the dinner introductions are a form of networking. Emails and direct mail are another form of networking.

The Board stands firm that it will not share its master e-mail list. However, this does not prevent a member from compiling a list of her own.

Obviously e-mail blasts about politics, religion or anything of an inappropriate nature are not acceptable.

\* Always send e-mails as a BCC (blind carbon copy) and always include an unsubscribe option. If you receive an e-mail and do not want to be on a list, feel free to unsubscribe.

## Getting to Know You . . .

### Candace Sallale

In addition to running my Edward Jones investment office and practice, I spend time volunteering at my church, where I currently serve on the Investment/Finance Committee and was a Sunday school teacher for four years. I also spend a good amount of time working on WSN matters, which I truly enjoy. One of my favorite pastimes is getting together with friends, and I'm the founder and organizer of events for the "Bad Wives and Mothers Club" which is a group of women who gather on Friday nights at a local restaurant.

My favorite pastime of all is spending time with my sons, Peter (11) and David (9). My challenge over the past year has been dealing with the illness of my son David, who was diagnosed with Crohn's disease last March. After a very tough year, David has been doing better in recent weeks, and I thank all of you for your concern, thoughts, and prayers for him. I enjoy being on the sidelines at my boys' baseball, soccer, and basketball games. I often have to

control my "enthusiasm" so that I don't embarrass them. I was an all-star softball player in my youth, and sometimes I can't help but shout out "helpful hints." I also love to travel and play golf. I haven't done either one in a while due to my son's illness, but I'm confident that I'll be hitting the links and heading off to exotic places again soon!

### Carla C. Cataldo, Proposals, Etc.

When I am not working, you might find me at St. Brendan's church in the choir loft, where I sing as a Cantor and in the choir. Or if it is a weeknight, I may be at the Medway High School at a meeting of the Special Education Parents' Advisory Council, giving a Treasurer's Report, or at a WSN Board Meeting, giving a Programs report!

If it's a really good night, I may be relaxing at home with my two children, Erica (11) & Michael (8), husband Jeff, and parakeet, Kiwi! With Spring coming, I will likely be dreaming about garden pruning and reorganization. Why didn't anyone tell me how addictive gardening would be before I had a second child?

## Annual renewal reminder

The WSN Board has decided to set annual membership dues at \$75, effective September 1, 2006. Also, membership renewal dates will be standardized in order to make all renewals effective in September, versus the anniversary month in which a member joined. (*Success Connection*: April 2006)

The Board has decided that a \$10 increase to \$75 annually is necessary due to continually rising operating expenses such as

database maintenance, printing, and postage. Corporate members will increase from \$100 to \$115 and corporate sponsorship members goes from \$500 to \$575.

All membership renewals will be due September 1 of each year, beginning this fall. Over the summer, current members will receive an invoice for a prorated amount for their 2006/2007 membership. If a renewal is coming up between now

and June 2006, members will be billed as they have in the past (\$65 annual dues), however you will also receive a prorated 2006/2007 annual bill over the summer months. New members joining after the September launch of this program will be prorated for the program year in which they are joining. Existing members who are late renewing are expected to pay the full annual rate.

## About Us/Connectively Speaking

• **Tobi Gold** of Inner Journeys, Empowerment Programs for Women, thanks **Caroline Lockhart** (Cookie Lee Jewelry) for participating in her fall workshop and her wonderful testimonial.

• Speaking from personal experience, **Joan Gagnon**, Gagnon Investment Advisory Services, wants everyone to know that **Eleanor Rockwood**, of Rockwood Herbals, is a wonderful herbalist.

• **Cecilia Shipley**, Landscape Solutions, thanks **Dionne Katinas** of Designs by Dionne, for creating several spectacular newspaper ads. Thank you to **Ellen Albanese**, who hired Cecilia to

design and plant her backyard gardens, and **Amy Buliung**, for a garden consultation.

• **Jane Curran** of Jane's Frames recently received an Unsung Hero Award, for volunteer work with the Franklin Downtown Partnership, and would like to apologize to WSN for a misquote in the *Milford Daily News*. It stated a present board member WSN status. This article reported on the recent awards given by the Mass. Commission on the Status of Women in the State House on March 4th, for women who have made a difference within their community.

### Highland Country Club, Attleboro

House Salad  
Fresh Rolls & Butter

Choice of:

- Baked Schrod
- Chicken Parmesan with Pasta
- Pasta Primavera

Coffee or Tea

Peach Melba

The 2006 *Connection*, WSN's membership directory, has been available at monthly meetings. If you have not picked up your directory, please do so. To have a directory mailed to you, contact Wendy Juergens at [membership@wsninc.org](mailto:membership@wsninc.org) There is a \$2.00 handling fee.

## New members

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Interested in joining WSN? There's an application on the website at [www.wsninc.org](http://www.wsninc.org) or contact [membership@wsninc.org](mailto:membership@wsninc.org)

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