

# Success Connection

A Publication of the Women's Success Network  
*Women Helping Women - Professionally and Personally*  
**Our 25th Anniversary Year**

October 2009

## Women's Success Network

P.O. Box 372  
Franklin, MA 02038-0372

For online information about  
the Women's Success  
Network, go to our website:  
[www.wsninc.org](http://www.wsninc.org)

## WSN History

Twenty-five years ago, six business women from Franklin, including Vilma Pascucci, first met to talk about forming a women's networking group - thus setting the foundation for the Women's Success Network. More than 40 women attended the first meeting, which showed what an important need was filled by the creation of WSN.

## Wednesday, October 7th Meeting Details

Highland Country Club  
104 Mechanic St  
Attleboro, MA 02703  
*Directions below*

## Agenda:

6:00p Networking  
6:45p Dinner

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## Speed Networking at WSN's October 7th meeting

One of WSN's most popular programs - Speed Networking - will be held on Wednesday, October 7th at the Highland Country Club in Attleboro.

Instead of our usual after-dinner speaker, members and guests will rotate from table to table and network with other attendees. Everyone will have one minute per table to present her elevator speech. It's a good idea to practice for this meeting so that you can include the important information about you and business in the 60-second time allotment at each table. The concept is for people to learn just enough about each other so they can decide if they want to get to know a particular member through a separate one-on-one meeting or catch up with that member at a future WSN meeting. (**Note:** Those who attended WSN's September Networking 411 meeting will have a chance to try out the skills they learned.)

**Dinner will be served promptly at 6:00 PM (be sure to arrive on time).** WSN business (including the raffle) will be conducted as people eat. The networking table rotations will be held from 7:00 until 8:45 PM. Board members will be assigned to each table to keep the flow - and conversation - moving.

**Menu:**

Green salad with dressing

Chicken Francaise with  
lemon butter sauce  
Vegetable lasagna

Warm rolls & butter

Pumpkin bread pudding  
Coffee or Tea

**Mark Your Calendar**

October 7

Speed Networking

November 4\*

Pink Ribbon Meeting  
Breast Cancer  
Awareness

December 2

Holiday Social and  
Yankee Swap

\* At the November Breast Cancer Awareness meeting, WSN will be giving every attendee a LivAid exam kit. These kits are normally \$10; we are obtaining them for \$5 each. The Board is seeking sponsors to help defray the cost. By sponsoring for \$25, \$50 or more, you may help another woman detect breast cancer early enough to save her life. Extra funds raised will be donated. To be a LivAid sponsor, please contact Amy Buliung.

**Networking for**

There will be an information packet that will list detailed contact information on everyone who attends the meeting. This is a great tool and a great place to take notes.

Speed Networking Part Two will be held in March 2010.

To register for this meeting, please go to [www.wsninc.org/reservation.html](http://www.wsninc.org/reservation.html). The registrations deadlines are September 25 for mail-in reservations and September 29 (by 9:00 PM) for online reservations.

**Pay your dues by October 31st to be included in The Connection**

In WSN's "Renew Your Membership Raffle Drawing," **Deborah Blum-Shore** was the lucky winner of a week-long stay in Orlando, Florida. This terrific prize was donated by Stacey Kilburn's family.

For those of you that have already renewed, thank you! (Sorry you couldn't all have won the trip!) For those of you that have not renewed yet - what are you waiting for? We have a great year ahead of us.

October 31st is the deadline for The Connection, WSN's roster of members. Your dues must be paid by that date to be included in the annual roster.

Also as of the October meeting, if you haven't renewed, you will be charged the guest rate of \$35 for meetings instead of the member rate of \$25.

Please remit payment by credit card using the website by going to [www.wsninc.org](http://www.wsninc.org).

**Deadline is October 31st Advertise with the Connection!**

This year's edition of The Connection is currently being compiled to include all current members of WSN. This handy, desktop directory of all the business owners and entrepreneurs you see each month is a great way to find the

## Success

Smile when picking up the phone. The caller will hear it in your voice.

## Display Tables at Monthly Meetings

Would you like to have a display table at an upcoming meeting? E-mail Chrissy Drier at: [displaytables@wsninc.org](mailto:displaytables@wsninc.org)

## Resource Table

In addition to Display Tables at meetings (see above), there is a Resource Table at every monthly meeting. Members are encouraged to bring in their business brochures, fliers and other promotional materials and leave them for others to take. Note: Please remove your materials after the meeting - otherwise they will be tossed out.

## Thanks to the October Raffle Donors

Thanks to the following members who donated to our raffle. We earned \$285 for the scholarship fund.

Karyn Bilezerian, Silpada Designs; Amy Buliung, Franklin Mortgage; Carla Cataldo, Proposals, Etc.; Renee Danho, Dean College; Nancy Dayian,

contact information of that great woman you sat next to last month at the meeting, without digging through piles of business cards you've collected throughout your networking. Additional advertising opportunities are available in The Connection, and are a great way to emphasize your business throughout the year.

### FAQs:

#### What information will be included in my free listing?

Whatever information is posted on the WSN website will be used for your standard, free, listing in The Connection. Changes will be accepted through October 31, 2009.

#### What additional types of display ads may I purchase?

Additional display ads are a great way to emphasize your business in The Connection. As members utilize The Connection to find contact information for business owners they need, your ad will be seen! Current display ad sizes include:

**Full Page \$125 - Half Page \$ 80 - Business Card \$ 50**

#### Can I have a photo, or other graphics as part of my ad?

Absolutely! In fact, it is encouraged that ads have something memorable about them to maximize the effectiveness of the ad. If you wish to include your photo for name, face, business recognition, include a headshot with your ad submission. The photo can be any size, but your face should be no smaller than 1-inch tall.

#### What if I do not have an electronic version of my photo or ad?

Scanned in business cards and photos do not present with the same level of quality as high resolution photos and ads. It is strongly encouraged that everyone submit their ad via email if possible. Though we will accept hard copy submissions, electronic is preferred! If you do not have an electronic version of your photo, please notify Julie Winston that you will be mailing a hard copy to the WSN PO Box. Be sure to include your name and address on the back of the photo.

#### How do I submit my ad?

Send all electronic files to Julie Winston at [OperationsChair@wsninc.org](mailto:OperationsChair@wsninc.org). If you submit your ad through other sources (a friend, someone you submitted to in the past, etc), this may cause confusion and delay in the creation of the Connection. Your cooperation is appreciated!

Checks should be sent to the WSN post office box at PO Box

California Closets; Stacey Hiltner, Community VNA; Lisa Jessick, Dream Dinners; Claudette Kokolski, Made to Order; Barbara Manuelpillai, Mary Kay; Stacey Pelton, John T. Chipman & Co., Cheryl Reed, Silpada Designs; Roxanne Richard, Attorney; Bev Rollins, Blue Calla Lily; Julie Rougeau, Attorney; Cathy Sutton, Happy Tails; Jennifer Taddeo, Attorney.

## WSN Board

**Michelle Raymond**  
Chair  
508-541-3000  
[Chairperson@wsninc.org](mailto:Chairperson@wsninc.org)

**Candace Sallale**  
Acting Vice Chair  
[ViceChairperson@wsninc.org](mailto:ViceChairperson@wsninc.org)

**Roxanne Richard**  
Past Chair  
[PastChairperson@wsninc.org](mailto:PastChairperson@wsninc.org)

**Linda Hilliard**  
Secretary  
[Secretary@wsninc.org](mailto:Secretary@wsninc.org)

**Amy Buliung**  
Events Chair  
[EventsChair@wsninc.org](mailto:EventsChair@wsninc.org)

**Bev Rollins**  
Events/Venue Chair  
[VenueChair@wsninc.org](mailto:VenueChair@wsninc.org)

**Suzy Ferrantino**  
Membership Chair  
[MembershipChair@wsninc.org](mailto:MembershipChair@wsninc.org)

372, Franklin, MA 02038-0372. A PayPal payment option will also be added to the website shortly. For those who need help designing an ad, there is assistance available at the rate of \$35 an hour.

## From the Chair



### Let the Networking Begin!

Thank you, Linda Waters, for a great start to the year. The energy was great, and we all learned useful reminders about the basics of networking. I, for one, will be checking my closet to make sure my pants are not dragging on the ground. I was also reminded that after I got my first job out of law school, my boss told me later she had noticed that my shoes were well maintained. If my shoes had been scuffed, she would not have hired me - so much for getting good grades!!

I am always fascinated by members' stories about how much WSN has helped them overcome obstacles. Who would have known that Linda did not like public speaking? My fear of public speaking has always been that I will mispronounce someone's name, as I have always had a problem with phonics. I have always tried hard to hide it, but in the spirit of helping others I have decided to fess up and admit it. So here is my apology in advance to those of you whose names I may butcher in the future. Please correct me and I'll try to get it right the next time..

We have an action-packed year ahead of us so I really hope to see you all at the October Speed Networking meeting. We are starting up a program to keep track of the guests that members bring this year. Who will be the member who brings the most? I cannot wait to see. Along with increasing membership, my goal is to make networking fun, because when you are excited about networking then people will be excited about you.

Best regards,  
Michelle  
Chair, Womens' Success Network 2009-2010

Stacey A. Pelton  
Treasurer  
CPA  
[Treasurer@wsninc.org](mailto:Treasurer@wsninc.org)

Julie Winston  
Operations Chair  
[OperationsChair@wsninc.org](mailto:OperationsChair@wsninc.org)

Advisory Chairs  
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Nancy Parchesky

Adjunct Postions  
Judith Alfred  
Ambassador Coordinator  
Renee Vachon Danho  
Scholarship Coordinator  
Mónica Fernandes  
Networking Coordinator  
Sue Haley  
Marketing Coordinator  
Cheryl Reed  
Raffles Coordinator

Directions to Highland Country Club

Route 95 North: Take Exit 3 (123 Attleboro). After the exit there is a Shell station immediately on your left. Take a left at the Shell station (this is Lathrop Road). Follow for 1.5 miles until you come to Berwick Road on your right. Take a right on Berwick and follow .5 miles. On the right is the entrance to Highland Country Club.

Route 95 South: Take Exit 3A (123 Attleboro). Go under 95 to Shell station immediately on your left. Take a left at the

## A New Member-to-Member Discount Program - a Win/Win for Everyone

The Women's Success Network is launching an exciting program that will help members promote their businesses and to find needed services and products at a discount: the Member-to-Member Discount Program.

- Do you have a business or service that would allow you to offer a discount to a fellow member? This is your opportunity to "Get Your Name (and Your Business) Out There."
- Are you in the market for a particular service? Have you been eager to buy a particular product, but don't want to pay top dollar? You'll want to check the new discount book first - you might find a bargain.

What kinds of discounts? Depending on your business, perhaps you could offer 10% off a product, \$25 less on a particular service, or even a free consultation.

### *Here's how it will work*

We'll collect all the discount offers and create a flier that will be regularly updated and available at meetings for several months. Then, once we have enough offers - say 25 or more - we'll convert that flier into a brochure, which will be available to all members. Members are invited to send their discount offers to [newsletters@wsninc.org](mailto:newsletters@wsninc.org). Note: Please keep your discount information concise and brief. We reserve the right to edit to fit the space.

There is no cost to members to be included in the Member-to-Member Discount program. Using this new program, may even save you some money!

Of course, WSN cannot be responsible for the quality of services/products nor the buyer's response. Our goal is to simply connect members so that we can continue to help women succeed both professionally and personally.

### **Announcing our first member-to-member discount:**

Dean College (WSN member Renee Danho) is offering all WSN members and their employees an opportunity to participate in the Professional Resource Opportunity degree program (PROgram). PROgram provides part-time students with the

Shell station (this is Lathrop Road). Follow for 1.5 miles until you come to Berwick Road on your right. Take a right on Berwick and follow .5 miles. On the right is the entrance to Highland Country Club.

opportunity to earn their degree at a 25% reduced tuition rate! For details on this exciting educational opportunity, contact Renee Danho at [rdanho@dean.edu](mailto:rdanho@dean.edu) or 508-541-1712. Renee will be providing more information during the networking portion of the October monthly meeting -- another great reason to attend next month's meeting!

## Pure Networking Events

The first Pure Networking event this fall is on September 16th at Cafe Dolce in Franklin. There's still time to sign up!

On October 21st, the Pure Networking event will be at Rum Runner in Mansfield. Watch for details.

To sign up either, respond to the invite or contact Mónica Fernandes at [monica@lisbonstyle.com](mailto:monica@lisbonstyle.com)

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## WSN Profile Chair Michelle Raymond

*By Mónica Fernandes*

Attorney Michelle Raymond, WSN Chair for 2009-10, is a lot more than the domestic resolver. She does it all: family law, mediation, collaborative law and more. Michelle helps families during the tough times, making decisions and helping them be objective about their situation, whether it's a divorce, a child custody case or negotiating as an alternative to court battles. What is great about Michelle is she truly cares about her clients and she can customize her expertise to fit each individual case. She takes on the role of educator, because she knows that decisions need to be made. Once her clients understand their choices, she points them to the best course of action.

What Michelle loves most about her job is helping people. Michelle is rewarded when everyone is in a good place afterwards, when her clients are no longer victims of their circumstances, and when there is light at the end of the tunnel, because she was able to find unique solutions that worked for them.

Her ideal client is someone who needs legal advice and is undecided about how to deal with a particular situation, from individuals, to families to businesses. Michelle is proud to work at Doherty, Ciechanowski, Dugan & Cannon, P.C., a well rounded firm, with 12 attorneys who all have a specialty and are therefore equipped to deal with any legal issue. What Michelle wants you to know most about her business is that she is client-focused. It's all about customer service. She believes that preventative law is the smart way to go. Just like a medical check-up, having a counselor of law would avoid lots of legal problems.

Family comes first and working part time has enabled her to reach the balance she has always wanted between family and career she has always wanted, even if others told her it wouldn't be possible. She's proven them wrong and is therefore able to service her clients better and also have time for being Chairperson of WSN. Her goal as 2009-2010 Chair is to keep the organization vibrant, meet the needs of present members and foster new ones. She clearly remembers her first meeting in 2004 when she felt so welcomed by such a fantastic group of women, and she got so much more out of it other than business. It helped her build her confidence and meet women who have also gone through the same growth as she has and are willing to not only share their resources and experiences but a little of themselves too.

There are many sides to Michelle. She is very much of what her vision of a Southern girl is: Giving some sugar and honey to first get what she wants and if that doesn't work, she does not hesitate to pull out the big guns.

**Fun Facts:** Michelle got married to Paul on St. Patrick's Day (her husband's uncle wore a green suit). She has two sons and she went to work the same day she gave birth to her son Curtis!! Ladies: that is a dedicated lawyer!

## Logo Competition

After 25 Years it is time that WSN got a fresh new look. We are looking for a new logo. Are you up for the challenge? Winner takes receives a FREE full-page ad in this year's Connection and bragging rights for the next 25 years!

The logo needs to include the WSN mission statement: Women Helping Women - Professionally and Personally. Send all proposed logos in PDF format and contact information to Sue Haley at [shaley324@verizon.net](mailto:shaley324@verizon.net) by November 2nd.

The WSN Board's goal is to have the new logo in time for this year's Connection. Let the competition begin!

## Welcome New Members

If you are interested in joining WSN, contact Suzy Ferrantino, Membership Chair [MembershipChair@wsninc.org](mailto:MembershipChair@wsninc.org).

### **Laurie A Frizzell**

Independent Consultant  
Pampered Chef  
55 Lincoln Avenue  
Plainville, MA 02762  
(508) 695-2554  
Cell: (774) 254-2105  
[Laurieinthekitchen@verizon.net](mailto:Laurieinthekitchen@verizon.net)  
[www.pamperedchef.biz/Laurieinthekitchen](http://www.pamperedchef.biz/Laurieinthekitchen)

### **Lisa Jessick**

Owner  
Dream Dinners  
51 Man-Mar Drive  
Plainville, MA 02762  
508-809-9180  
[manmarmad@dreamdinners.com](mailto:manmarmad@dreamdinners.com)

### **Wendy Juergens**

Reliv International  
13 Pleasant Street  
Foxboro, MA 02035  
508-543-8836  
Cell: 508-369-3408  
[wendyjuergens@verizon.net](mailto:wendyjuergens@verizon.net)

### **Stacey Kilburn**

Owner/Director  
Wee Little Munchkins Pre-School/Day Care  
26 Main Street  
Lakeville, MA 02347  
508-946-0404  
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