



**NETWORK OF
EXECUTIVE
WOMEN INC.**

Contact

Women Helping Women Succeed

October 2004

From the President~

Our September luncheon, which featured our second networking program of this year, received such overwhelmingly positive reviews from the 44 women in attendance that it served as a definite affirmation that we're listening to and meeting your needs! In fact the program was so successful that no one wanted to leave. Just about everyone stayed far beyond the 1:30 p.m. official closing of the meeting!

Our October 5th meeting will feature Neysa Stallman-Guerino, Executive Director of the Agency on Aging of South Central CT. Neysa's address is titled "Challenged to Work and Care." If your business or service relates to caring for the elderly, please be sure to get me a few lines about that no later than 5:00 p.m. the day before the meeting (Monday, October 4th) so that I can recognize you at the luncheon [203-377-3036 or hbmoser@webmasterwebsites.com].

Network's 2004-2005 Membership Directory is hot off the press and will be distributed to members at our October luncheon, along with our 2003-2004 Fiscal Year Financial Report and our 2004-2005 Budget. You'll also have the pleasure of meeting one of this year's scholarship recipients at our October luncheon ...a perfect reminder of what Girls' Night Out is really all about!!

While we tend to focus on the food, the fashion show, and the fun of Girls' Night Out, let's not forget that all net proceeds of the event benefit Network's scholarship fund. If you've ever attended an April Scholarship Luncheon, met our scholarship recipients and heard their stories, there's no way you can purchase only 2 tickets ...you'll definitely need more! If you have missed our Scholarship Luncheons, just ask Ginnie Allen - our Scholarship Chair - to tell you some stories!...and if you're the competitive type (and aren't we all?), I'm pleased to remind you that the member who sells the most tickets will receive a wonderful gift from Milford Rocks, custom jewelry maker!

Kudos to Ann Anderson (Activities Chair) and her team (Roberta DeCarli-Sekas, Lynne McNamee, Marianne Mordhorst, and Rosela Tagle) for exciting GNO plans that include securing (with the help of Suzanne Manning) the dynamic Kristen Cusato of WTNH News Channel 8 as our Mistress of Ceremonies! Check your calendar to be sure that you've scheduled Wednesday evening, November 3rd (6:00 - 9:00 p.m.) for this special event. Information and fliers are available online at www.networkofexecutivewomen.net. Tickets for this year's Girls' Night Out...On The Town are in the mail to all members - and more are just a phone call away,

See President on page 2

Luncheon Meeting

October 5, 2004

Aldario's • 12:15 PM

Speaker: Neysa Stallman-Guerino,
*Executive Director of the South Central CT
Agency on Aging*

Topic: Challenged to Work and Care

The October 5th meeting of the Network of Executive Women will feature Neysa Stallman Guerino, Executive Director of the South Central CT Agency on Aging. Ms. Guerino will address a topic that is all too familiar to women in the workforce: Challenged to Work and Care. More and more women are struggling to manage the demands of working and care giving—increasingly balancing children's needs against those of elder parents—and working outside the home in demanding careers.

Ms. Guerino's remarks will cover demographics, caregiver profiles and information about community resources and Medicare. It's a timely topic from a highly regarded expert. A question and answer session will also be included.

\$15.00 per member if your registration is received before 5 PM, Friday, October 1, 2004.

Late registrations, non-members (guests), and walk-ins are welcome at the cost of \$20.

(Please have check written out before coming to meeting. If you are paying cash, please have the exact amount. Thank you.)

Members with e-mail: Please RSVP to our website:
www.networkofexecutivewomen.net
or e-mail: NEW_since1979@yahoo.com

No e-mail: call **Mary Jo Romano at 783-5782**

2004-05 Network Directories Have Arrived

The NEW 2004-2005 Directories will be available at the October 5th luncheon or you can contact Wanda Carlson who will send you one.

so remember to invite your girlfriends, sisters, moms, daughters, and business associates!

If you've not yet contributed an item to our first GNO Silent Auction, contact Ann Anderson today [203-459-8901 or ann@roomsreborn.com]. Please also let Ann know if you're interested in participating at GNO as a volunteer (a great way to network!).

November also brings Network members an exciting opportunity to hear from Peyton Patterson, President and CEO of New Alliance Bank, who is scheduled to be our November speaker. We're hoping that Peyton might be willing to discuss her amazing journey leading New Haven Savings through its transition to New Alliance. Be sure to watch our website for updates...and also be sure to register in advance for the November meeting because we may reach Aldario's capacity with this electrifying speaker!

For our December meeting, we'll again focus on networking...but with a unique holiday "gift" exchange twist for members. We're also planning to establish an annual holiday gift program for women in area nursing homes to ensure that every one has at least one beautifully wrapped gift to open this Christmas. The only way we can accomplish that, however, is if a few of you volunteer to help sort and distribute gifts. If you'd like to participate as one of our Christmas angels, please contact Joanne Walsh [203-777-5521 or jwalsh@vnascc.org]. It will only take a few hours of your time – and can you think of a more heartwarming way to contribute the true spirit of giving from the perspective of "women helping women" during the upcoming holiday season?

Looking forward to seeing you all at our October luncheon...and to your participation in – and attendance at – Girls Night Out on November 3rd,

Helen



Mark your calendars!

NOVEMBER 2, 2004 - Luncheon

**Speaker: Peyton Patterson,
President and CEO of New Alliance Bank**



NOVEMBER 3, 2004

**Girls Night Out...On the Town,
at the Courtyard Marriott in Orange**



DECEMBER 7, 2004

Networking with a Holiday Twist

*More information concerning these events
will be found in the President's column*

Spotlight on

Jocelyn Murray *Marketing & Event Resources LLC*



As a business owner or manager, you're looking to increase your company's visibility, improve your communications with clients and prospects in order to generate more business. Have you considered how a good communications and public relations campaign can be integrated into your marketing plan to achieve these goals? Here are some simple ideas that can give your marketing efforts a boost:

In the News

Having a third party publish information on your products or services can give you the kind of credibility that no advertisement can. By offering your ideas and information to the media, you can significantly increase your market visibility. Try sending targeted media a "How To" press release that gives useful information on your topic of expertise. Or write an article for a trade publication that offers your independent thoughts on current issues or pressing topics. This free exposure, in the form of an informational piece, can be a gold mine for your business.

Client Connections

Try producing a newsletter to keep your company's name fresh in the minds of your prospects and clients? A company newsletter is a cost effective way to communicate with your current and potential customers while enhancing your image. It can profile one of your unique customers, offer product tips and hints or update your reader on changing industry regulations.

Need Help?

If you have the industry knowledge and expertise to accomplish these marketing ideas, but lack the time to write and promote them to the press, Marketing and Event Resources can help. We can collect your ideas and data, research topics and create the public relations tools you need.

Call Jocelyn Murray at (203) 377-9980 or 543-1455
Marketing & Event Resources, PO Box 1352, Stratford

SUNSHINE NEWS:

If you know of a happy or sad event in a member's life and feel that the Network should acknowledge it, please send the information to the Sunshine Chairman, Maria Vodola. You can e-mail her at mvodola@mccuemortgage.com. Please reference sunshine in the subject line.

About Our Members:

- Network is saddened to learn of the death of June Kugler, one of Network's Honorary Members. According to the obit, June passed away at Milford Hospital on September 8th.

Visit us online at:
www.networkofexecutivewomen.net

For Members Only:

You could save hundreds on products and services simply because you are a Network member. The **Contact** will list the names of member companies offering this discount. The following members have agreed to offer a discount to members.

- **Donna Daley – Precision Hearing** – \$400 off on a pair of hearing aids to members and their families – call 381-9555.
- **Judith Gould & Associates Desktop Publishing** – 10% discount on all typesetting – call 876-2355.
- **LifeVisions – Personal Coaching** – 10% discount, Organizational Coaching – 15% discount for coaching within your company including individual and group coaching, consulting, workshops and/or retreats. Workshops and Retreats – 10% discount for individuals attending an event. Call Carole Jacoby – 203-389-4191 or e-mail: carole@lifevisionscoach.com
- **Reflexions for Health**, Pat Pere McCarthy, Certified Reflexologist – 10% discount on Reflexology services for members. Call 301-0600 (by appointment only).
- **Helen Moser – A Certified Internet Webmaster** Discount: 10% discount on website design, re-design, or maintenance fees. Call 377-3036 or e-mail hbmoser@WebmasterWebsites.com
- **Fitness For Women and Not Just Yoga** will give a 10% discount for yearly memberships to the fitness circuit or 3-month memberships to yoga, pilates programs. Call Andrea Mullen 203-878-9642, visit the website for schedules www.notjustyoga.com or e-mail notjustyoga@usadatanet.net
- **Paula Murphy – Mary Kay Cosmetics** – \$20 free products for initial visit for complimentary Skin Care and Color Makeover with your photo in Women's Networking Book or \$100 off with 5 friends** and \$25 to \$50 cash for referrals- please call 203-393-3938 or visit www.marykay.com/pmurphy
- **Jocelyn Murray – Marketing & Event Resources** 20% off press release writing and distribution package – call 377-9980.
- **Trish Stott Summers** – Smart Choice Mortgage Corporation – \$200.00 refund after closing on your mortgage. Call 203-876-4748

If you are interested in placing your discount in the newsletter, please contact Judy Gould at judygould@sbcglobal.net or 203-876-2355.

Welcome New Members

Please add this information to your NEW Directory.

- Zinelle Austin, Owner
Z1 Design, LLC
115 Ridgewood Drive Milford, CT 06460
Tel: 203-878-0060
E-mail: zinelle@z1design.net
Website: z1design.net

Newsletter designed and edited by Judith Gould & Associates. Please send all Network newsletter information two weeks prior to the next meeting, to Judith Gould at (fax) 878-9613 or e-mail – judygould@sbcglobal.net

Change of affiliation

Please update your new NEW Directory

- Terry Thompson, President
Milford Community Connection
P.O. Box 3254 Milford, CT 06460
Tel: 203-645-5191
E-mail: tthomp7539@aol.com

Buy Network Shirts to Help Our Scholarship Fund

Network of Executive Women golf shirts are once again available at our luncheon meetings. They are now only \$15 each. Supply limited. Buy one now.



Women Helping Women Succeed

PO Box 3171

Milford, CT 06460-0971

Luncheon – October 5 – Register now
2004-05 Directories have arrived – get
yours at the luncheon
Girls' Night Out – November 3rd