



**NETWORK OF  
EXECUTIVE  
WOMEN INC.**

**Contact**

*Women Helping Women Succeed*

October 2006

Network of Executive Women addresses the common business interests and issues of women in executive, professional and entrepreneurial roles through the exchange of ideas, information, and experience.

## From the President~

With Summer “officially” behind us, we are now probably all stepping up the pace and pushing to reach our various individual business and professional goals successfully. Like it or not, summer can be a tough time to close on major efforts simply because it can be a challenge to work around various vacation schedules not to mention the child care juggling that comes with the absence of school days.

For Network, **our biggest business fundraiser: Girls Nite Out** is approaching rapidly. Many of our members and our Board in particular, have stepped up to the plate to pitch in and offer leadership and management on certain components of the event or legwork making phone calls and opening doors to help us continue moving toward our target date of October 25<sup>th</sup> and a successful, fun event.

Now’s the time for all of us to get involved. At the minimum, we are counting on every member to sell two tickets and donate a silent auction/raffle item with at least a \$25 value. GNO tickets will be available at our October 3<sup>rd</sup> luncheon, and we will also begin accepting silent auction/raffle items. We will be assembling gift bags for distribution and will also accept small samples and giveaways (200 pieces) for the gift bags. We will not accept flyers or advertisements for the gift bags.

Last year the Silent Auction/Raffle raised about \$4,000 for our Scholarship Fund – let’s see if we can beat last year’s number!

Our luncheon topic in October, “Revenue Generating Prospecting That will Pay Off for You” sounds like one that will ring true for all of us. Why not bring a potential Network member along to meet our members and enjoy the meeting?

Thanks for your support and participation. As ever, please let me know if you have questions or comments about Network (jwalsh@vnascc.org). Hope to see you October 3<sup>rd</sup>!

*Joanne*

**GNO is coming...**

**Wednesday, October 25<sup>th</sup>**

**6:00-9:00 P.M.**

Sign up for your Vendor Table now!

**GNO Volunteers are needed –**

contact Ilona Leffingwell at:  
[ilonamortgagelady@sbcglobal.net](mailto:ilonamortgagelady@sbcglobal.net)  
or 800-244-8576x3625

## Luncheon Meeting

**October 3, 2006**

**Aldario’s • 12:15 PM**

**Speaker: Susan Salvo,**  
**Revenue Generators**

**Topic: Revenue Generating  
Prospecting That Will Pay Off  
for You**

We all know that the key to growing your business is generating new revenue. A face-to-face meeting between prospect and seller is the initial step in selling your service to potential customers. Join us to learn how to prospect for new business and set quality meetings with potential customers. This session will focus on lead generation, the powerful introduction letter, and setting high-quality meetings with decision makers.

You will learn how to:

- Obtain a list of leads for successful prospecting
- Use a script to secure meetings with prospective customers
- Overcome objections from the gatekeeper
- Use voice mail to help in the appointment setting process
- Successfully call for appointments with key decision makers

**\$15.00 per member if your registration is received before 5 PM, Friday, September 29, 2006.**

**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](http://www.networkofexecutivewomen.net)**

**or e-mail: NEW\_since1979@yahoo.com**

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

## Welcome New Members

- Chris Downs, Owner  
It's A Wrap  
50 Avon Street  
Milford, CT 06461  
Tel: 203-877-3565  
E-mail: [kandeemaam@kandeemaam.com](mailto:kandeemaam@kandeemaam.com)  
Website: [www.kandeemaam.com](http://www.kandeemaam.com)
- Amy Graver, Owner/Creative Director  
ELEMENTS, LLC  
Kings's Block  
20 Grand Avenue  
New Haven, CT 06513  
Tel: 203-776-1323  
Fax: 203-776-1326  
E-mail: [amy@elementsdesign.com](mailto:amy@elementsdesign.com)  
Website: [elementsdesign.com](http://elementsdesign.com)
- Adriana Odice, Co-Owner/Associate  
RJ Testo & Associates  
50 Cherry Street  
Milford, CT 06460  
Tel: 203-876-0318  
Fax: 203-876-0318  
E-mail: [adriana@rjt3associates.com](mailto:adriana@rjt3associates.com)

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## Need a nametag?

Contact Virginia Allen ([ginnieallen@aol.com](mailto:ginnieallen@aol.com) or 203-795-0305) and give her your Name, Company Name and Title. She will have it ready for the next meeting.

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## 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](mailto:mvodola@mccuemortgage.com). Please reference sunshine in the subject line.

[www.networkofexecutivewomen.net](http://www.networkofexecutivewomen.net)



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*Women Helping Women Succeed*

PO Box 3171  
Milford, CT 06460-0971

Visit us online at:  
[www.networkofexecutivewomen.net](http://www.networkofexecutivewomen.net)

**Next Meeting – October 3**  
**Register today!**  
**GNO is Coming - October 25th**  
**Get your tickets now!**

## Spotlight on

### Paula Murphy *Mary Kay Cosmetics*



There are many gifts that I've been given in my Mary Kay Career as I celebrate my 22 year anniversary this December. Besides being awarded 8 company cars, 4 beautiful diamond and gemstone rings, I am blessed to work with the most successful and generous entrepreneurial women on earth! As a Senior Sales Director I am proud to say that the Mary Kay Ash Charitable Foundation is the greatest legacy our leader left for us to carry on. The Foundation's mission is to eliminate cancers that affect women and put an end to domestic violence. As a cancer survivor myself, I personally understand how someone's life can change in a flash.

Since 1997 the Charitable Foundation has grown from \$500,000 per year in donations to \$4.7 million. Mary Kay corporate employees along with Consultants, Directors and their faithful clients have reached out to make a difference to those in need. To name a few accomplishments last year; 150 domestic violence shelters received \$20,000 each to total \$3 million. 10 respected doctors and medical scientists received \$100,000 each in cancer research grants to total \$1 million. CancerCare Inc. received \$200,000 and the list goes on.

October is Breast Cancer Awareness month and the company has challenged us to hold 20 parties. Each hostess will receive a gift (a beautiful pink wrap) and the proceeds will go towards our Foundation. I am personally donating 10% of my retail sales from all classes. If you can find one hour in your week to have 2 girlfriends over, earn some free stuff and help women in need, call me at 393-3938 today.

Thank you,

*Paula Murphy*

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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](mailto:judygould@sbcglobal.net)