



**NETWORK OF  
EXECUTIVE  
WOMEN INC.**

# Contact

*Women Helping Women Succeed*

September 2003

## From the President~

Dear Ladies:

I hope all of you have had an enjoyable summer. Every year the summer seems to just fly by too quickly. This summer has seemed especially short to me because your Executive Board and Committee Chairs have been so busy making GREAT plans for the years' events and exciting luncheon programs. I am starting to believe that they are all superwomen moving at a rate faster than the speed of light.

First, all the plans have been finalized for "Girls' Night Out" and the tickets have all been distributed. Network is very grateful to People's Bank for the generous sponsorship of this event. Please remember, that the member to sell the most tickets will be awarded a \$200 gift certificate to Hebert Jewelers. I know a lot of ladies have already checked out the jewelry and have their hearts set on winning the certificate (yours truly included). Also, all attendees and exhibitors might have the opportunity to promote their businesses on live TV coverage (if there is no breaking news to be covered that night). However, all will still have the opportunity to meet Becky Surran, hostess of the Channel 12's Daytime Edition. The marketing of this event is phenomenal and all vendors will have exceptional exposure. This event is already up on our website with links to People's site and Channel 12 site. Besides all the networking and business opportunities of Girls' Night Out," this event promises a night of fun with fashions by Pam Morgan, wine, martinis and gourmet delights, from our own "Deb's Cooking." Hopefully, all of you will join us for this gala event and will support your committee chairpersons and members who have worked so hard and diligently throughout their summer to make this a successful event for Network's Scholarship Fund. Hurry because there are only 12 tabletops remaining. Contact BJ Frazier today so that you won't be left out and your competitor will not have the edge over you.

During this past summer, 8 new members joined our organization and there are 4 more new applications waiting to be voted upon at the next Board Meeting.

Also, this summer, \$40 was donated to Network's Scholarship fund on behalf of the wise ladies who went for their Dexa test. The mobile unit will be back in the fall and you will be notified as to when and where. Once again, a \$10 donation will be made to Network for every member who takes advantage of this low cost bone density test, which is so important for women of all ages.

Donna Daley, our Program chairperson, has been busy putting together our luncheon programs for the entire year. We

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## Luncheon Meeting

### September 2, 2003

Aldario's • 12:15 PM

### Lead Tracking: An Essential Part of Your Marketing Plans

*presented by:*

**Jocelyn Murray – Marketing & Event Resources, LLC**  
**Donna Daley – Precision Hearing Specialists**

If your company is not tracking leads from inception to sale, then you're not fully aware of which programs are producing qualified leads and generating the greatest return on your marketing investment. Before you implement any marketing campaign—whether it involves print, telephone, the Web, radio or TV—consider how you'll track the results of your efforts. This session will show you how to effectively track the source of your incoming leads and how that information can help you make money-saving business decisions.

**Jocelyn Murray** has over 15 years of business-to-business marketing experience. She spent 10 years working in marketing management for two CT-based software companies planning and executing multi-faceted marketing initiatives including public relations, direct mail, advertising, seminars and trade shows. She started her own business in 1999 and provides marketing communications and event marketing services to small and medium size business.

**Donna Daley**, an Audioprosthologist, is the owner of Precision Hearing Specialists in Stratford.

\$15.00 per person advanced reservations

**Deadline for response 5 PM, Friday, August 29, 2003.**

\$20.00 per person non-reserved luncheon seat

*(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: [kasparian2@hotmail.com](mailto:kasparian2@hotmail.com)

No e-mail: call Kim Kasparian at 203-333-2452

### President cont'd from page 1

hope to have the schedule up on our website soon and also a printed brochure to distribute to the membership. As I write this letter, our 2003-2004 Directory is being proofed and hopefully will be distributed at our October luncheon. The September luncheon promises to be highly informative. Jocelyn Murray and Donna Daley will give to us ideas on ways to track our leads and how to do marketing in the most cost effective way. This program will offer you information that can help you make money savings business decisions.

I am very excited by an idea that Tina Ostrowski suggested and the Board approved at the last Board meeting.

We will have a brand new section in our newsletter, in which members can advertise any goods or services that are discounted for Network members only. What a fabulous way to help each other out and also to develop business for yourself. So, if any of you are interested in placing your discount in the newsletter, please contact Judy Gould.

As much as I welcome the change of seasons, and the beginning of autumn, so that I may "buckle down to business" again, I cherish trying to prolong the summer. So with that in mind, I will not be able to join all of you at the exciting September luncheon because I will be away on, you guessed it, my SUMMER VACATION. However, as Network moves into a new season, I would like to leave all of you with one thought, stated by Mark Twain,

"Always Do Right. This will gratify some people, and astonish the rest."

Looking forward to seeing all of you in October.

Harriet

## About Our Members:

If anyone knows of someone who can use some cheering up due to illness or losses, or applause for a special happening please contact Carrie Alonzo @ [milfordbodytherapy@yahoo.com](mailto:milfordbodytherapy@yahoo.com) or 203-874-3096 or fax 203-874-3243.

- GO Environmental Steps Up and Gives Back  
GO Environmental, a full service environmental consulting firm, located at 284 Racebrook Road, Orange provided a job assessment site to Yale University's WAGE (Workers Achieving Gainful Employment) program that assists people with barriers to employment in re-entering the workforce. Through this program, GO Environmental provided the opportunity for WAGE to assess a client's skill set and their readiness to return to competitive employment. The result was an excellent experience proving beneficial to both GO Environmental and WAGE.

For more information on the services of GO Environmental, please call Tina Ostrowski at 203-795-5360. If you are interested in learning more about the WAGE program, call Jennifer Kelley, LCSW at 764-8440.

## Spotlight on

### Ann Anderson

#### Rooms Reborn



Ann Anderson of Rooms Reborn, an Interior Redesign Specialist and member of Interior Redesign Industry Specialists (I.R.I.S.) and the Interior Design Society, offers full-service interior decorating. However, unlike more traditional interior decorators, she begins her work with the things her customers already own, often suggesting a redesign to give the room the look and feel the customer is seeking. The redesign begins with removing everything from the room, including furniture, art and accessories. The furniture is then brought back into the room piece by piece, followed by the artwork, then the accessories. Often items from other rooms of the house are incorporated into the new arrangement to help achieve the desired results. Even basements and attics are explored to find those treasures the clients may have simply forgotten about. The end result can be astonishing, and at a fraction of the cost of traditional interior decorating. In addition, Ann will offer suggestions on finishing touches to complete the picture, and will even shop for or with the client to find just what the room needs.

Ann recently started a sister company, National Redesign Institute, which has been authorized by the Connecticut Department of Higher Education to operate as a private occupational school providing career training in the field of redesign. In addition, she offers classes and workshops in redesign for the do-it-yourself homeowner, and is a frequent speaker for clubs and organizations throughout the area.

Be sure and check out [www.roomsreborn.com](http://www.roomsreborn.com) and [www.nationalredesigninstitute.com](http://www.nationalredesigninstitute.com) for more information on the exciting field of redesign.

## For Members Only:

Are you taking advantage of all that Network has to offer you? Would you like to grow your business as well as help out other Network members?

Network is always striving to make your membership more valuable so the Board has approved a **Discount Program for Members Only**.

Starting next month, 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 in a section called – For Members Only.

If you are interested in placing your discount in the newsletter, please contact Judy Gould at [judygould@sbcglobal.net](mailto:judygould@sbcglobal.net) or 203-876-2355. Just give the company name and the amount of the discount. This is a win-win situation for everyone.

Visit us at our new web address:  
[www.networkofexecutivewomen.net](http://www.networkofexecutivewomen.net)

## Welcome New members

- Louise Hebert  
Co-owner  
John Hebert Jeweler LLC  
14 Broad Street  
Milford 06460  
Tel: 203-974-3164  
Fax: 203-783-1310  
E-mail: JLRHebert@sbcglobal.net
- Barbara A. Keegan  
Vice President  
Webster Bank  
80 Elm Street  
New Haven 06510  
Tel: 203-782-4510  
Fax: 203-782-4577  
E-mail: BKeegan@websterbank.com  
Web: www.websterbank.com

### Network is looking for speakers for our luncheon programs.

If you would like to be a speaker,  
or know of a speaker,  
please contact  
Donna Daley at 381-9555.

*Save the Date ~*

*Next Meeting*

**October 7, 2003**

## Save the Date

*"Girls' Night Out"*

**October 14, 2003 • 6-9:00 PM  
at the Courtyard Marriott**

**Wine Tasting  
& Martini Bar  
Fashion Show  
Table Tops\***

**Catered by Deb Woodcock**

*\*Don't miss the boat: For a mere \$15 you will  
get a booth. The cost to attend prior to 9/15 is \$25.  
Those who exhibit pay \$40, which means the table  
top cost is only \$15. Now that is a "no brainer."*

### Reminder:

*The member who sells the most tickets wins a  
\$200 gift certificate to Hebert Jewelers.  
Now's your chance to get some fabulous jewelry  
at \$200 off, if you are the winner.*

*Don't waste time.  
Get out there and sell those tickets.*

## Quote of the Month

"The strongest of all warriors are these two—  
TIME and PATIENCE."

*Leo Tolstoi*

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



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*Women Helping Women Succeed*

PO Box 3171  
Milford, CT 06460-0971

**Sell those tickets for  
Girls' Night Out**