



<p style="text-align: center;">Contents</p> <p>Letter from the Chair.....1</p> <p>Business Forum.....2</p> <p>Sept. Program.....3</p> <p>Book Club.....3</p> <p>Member News.....3</p> <p>Member of the Month....4</p> <p>Hot Tips.....5</p>	<p style="text-align: center;">GREETINGS FROM THE CHAIR</p> <p>Welcome to the WBN 2010 – 2011 business year. I hope all of our returning members have had the chance to take a well deserved break over this summer.</p> <p>Our leadership committees have met over the summer to work on the upcoming year. Business Forums, led by Joanne Neale, will take on a new face this year. The meetings will be more free form, brainstorming and discussion. Please take a minute to complete the survey that Joanne will distribute.</p> <p>The Membership/Networking committee will be distributing invitations to be used to personally invite guests (and hopefully new members) to our October member/guest meeting. We have a wonderful group of talented business women. Let’s try to expand our membership to a more diverse group of women.</p> <p>Last year, we initiated something new in our Monthly Meetings where a member was allowed to speak for a few minutes about a new interesting and educational fact about her industry. Our last member to speak was Lucy West. Going forward, we would like the presenting member to take a few minutes to keep that interesting fact, but, use it to educate us about <i>your</i> business. In other words, make it a <i>Three Minute Ad</i>.</p> <p>Now that September is upon us, it is again time to concentrate our focus on building our businesses. In this economy, networking is an important and effective way to make connections. Every segment of WBN provides an opportunity to get to know each other as members, individuals and successful business people. There are so many options available, whether it is the more formal breakfast meetings, networking lunches, or after-hours events, there is a way for everyone to connect!</p> <p>I am looking forward to seeing you at our first meeting on Friday, September 10.</p> <p>All the Best!</p> <p style="text-align: center;"><i>Patti</i></p>
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	<p>BUSINESS FORUM DATES HAVE BEEN SET - MARK YOUR CALENDAR! The 2010-2011 Business Forum dates are below. Forums meet 4 times a year from 5:30 - 7:00 pm at the home or place of business of a WBN member. We hope everyone will attend at least one Forum this year. They are a fantastic opportunity to get to know other members while learning how to make your own business more successful. As businesswomen, we have much to learn from each others' successes and failures. Planned topics for this year include "Using Social Media" and "Attracting New Business", both relevant in today's internet-saturated but still challenging economy. You will be asked to complete a brief questionnaire at our September meeting, so please give some thought to what topics would be most helpful to you in <u>your</u> business. Until then, if you have questions or suggestions about the Business Forums, please contact Joanne Neale (Garden Mentor) at 781.444.4614 or jmneale@gardenmentor.net.</p> <p>October 14, 2010 Thursday January 19, 2011 Wednesday March 16, 2011 Wednesday May 17, 2011 Tuesday</p>
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	<p><i>Speaker of the Month – Elsie Levin, MD</i></p> <p><i>September 10, 2010</i></p> <p>After 19 years of providing care for patients at the Faulkner-Sagoff Breast Imaging and Diagnostic Centre, internationally recognized breast imaging expert, Elsie Levin, M.D. now leads the first freestanding imaging center in the greater Boston area dedicated exclusively to breast health. Dr. Levin’s clinical interests include all aspects of breast imaging and intervention including digital mammography and the use of computer aided detection, breast ultrasound and dedicated breast MRI. She has read more than 20,000 breast MRI studies, distinguishing her as one of the nation’s premier experts on the topic.</p> <p>Dr. Levin was the former Medical Director of the Faulkner-Sagoff Breast Imaging and Diagnostic Centre at Faulkner Hospital. She received her medical degree from Tufts University School of Medicine and went on to complete her residency in Diagnostic Radiology at Boston University Medical Center. Following her residency, she spent one year as a fellow in breast imaging at the Faulkner-Sagoff Centre under the direction of Norman Sadowsky, MD.</p>
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SEPTEMBER’S PROGRAM

Our next meeting will be held on **Friday, September 10**, at the **Wellesley College Club**, beginning promptly at **7:30 a.m.** (*Please be sure to RSVP by Friday, September 4, to Cathy McGrath 781-235-2446 or cmcgrath@wellesleychamber.org*). We will look forward to seeing everyone.

BOOK CLUB

BOOK SWAP

In keeping with the theme of the WBN book group, look for a new spot in the meeting room this year called the "**Book Swap**".

We will have a sign that reads "**Bring a Book and/or Take a Book**". Everyone is invited to either bring a gently read book to leave and or take a book that has been left for a new reader. There is no obligation for an equal swap - just enjoy the past time of reading and circulate your recently read books in the process!

MEMBER NEWS

Lucy West is pleased to announce that she has been selected for the 2011 Edition of The Best Lawyers in America in her specialty, trusts and estates law. The Best Lawyers is regarded by both the profession and the public as the definitive guide to legal excellence. Congratulations on this esteemed honor Lucy!

Patti McGlynn, Vice President of McGlynn, Clinton and Hall Insurance Agencies, has recently been recognized as an Accredited Advisor in Insurance. This involved completing a course of study involving nine courses and exams in Insurance, Marketing and Agency Operations.

After Hours Event!

Please join us on Tuesday September 28th at 4:30 p.m. at Healthy Habits Kitchen in Wellesley. You will not only have a great time and enjoy a wonderful dinner, but you'll be able to assemble healthy meal kits so that you don't have to worry about dinner for the rest of the week. Also note it is BYOB.

Choose from a number of yummy yet nutritionally balanced meals that are all under 400 calories, 30% fat and 800 mg of sodium. Please note that there is a four meal minimum purchase which will cost approximately \$70 for 4 small meals (each meal serving 2 -3 people) or \$115 for 4 large meals (each meal serving 4 - 6 people). It averages out to approximately \$5 a serving! To get an idea of what Healthy Habits Kitchen offers, go to www.healthyhabitskitchen.com under menu. Members may bring guests and the price will be the same price for this after hours social event

Please RSVP by Wednesday September 15, 2010 to Monique St. Germain via email; interiorsbymonique@hotmail.com to reserve your spot. Meal registration information from Healthy Habits Kitchen will follow after September 15th so stay tuned and be sure to register once you hear from us.

Healthy Kitchens

36 Washington St Suite 2, Wellesley, MA

Member of the Month

Linda Tatten

Travel by Tatten

www.TravelbyTatten.com

- by Vivian Hsu

Hsu & Associates LLC

www.HsuAssociates.com

“IMAGINE”...

The power of ONE word...every month at our WBN meetings. Somehow, I am sure that I am not alone in looking forward to hearing about Linda's latest travel plans. Oh, the places she will go...!

Linda's unique niche as a travel concierge and consultant is her focus on “Travel by Tatten's Women Only Trips”. Her travel perspective is so fitting for our WBN group members, as well as our girlfriends, sisters, mothers and daughters. As women, we know how wonderful it is to travel with other women, and Linda's trips are perfect for all of us: old friends who want time to catch up, married women who need time away from their families to think about themselves and recharge, single women who want the social camaraderie and safety of traveling with a group, widows and divorcees who want to travel with others who are not coupled up, and mothers and daughters who want special time together to create wonderful memories.

In planning trips, Linda admirably fills many roles. She is the consummate planner, escorting all of her groups during the trip (she won't leave you after the tours), planning dinners for every participant, organizing activities and, as we all know, bringing the essential chocolate! Many of her past travelers think of Linda as a MOM – rising beyond the Member of the Month, to being the mother of the trip. She has made such an impression in this role that she even receives cards on Mother's Day!

Linda gives back to the community as well. She donates to Women of Means from her Women Only trips, embracing the concept of “Women helping other women”. As Linda always says, “Imagine the possibilities”. Linda is a very caring and nurturing person, and her compassion for the

human condition is evident in her attention to the needs of the individual, her focus on a person in conversation and her willingness to lend a helping hand. These qualities only enhance her attention to travelers on her trips.

Linda has been past president of the Marlborough Chapter of BNI, leading the chapter to become the largest in the county during her presidency. She has been asked to be a regular contributor to Money Matters Radio, and keeps very involved with WBN.

If you have some ideas for new trips, be sure to send them Linda's way. She is always looking for suggestions for new places to travel to, for both weekends and longer excursions. Personally, I think I will aspire to catch up with Linda's travel record – she has been to over 50 countries and islands and is an expert on Hawaii. Recently, Linda has decided to specialize on Hawaii and is a certified Hawaii Destination Specialist. She has lived and traveled extensively in Hawaii, and having traveled there myself, we could all benefit from her expertise as it is so challenging to navigate all the islands and plan an appropriate itinerary to meet your travel needs. SO much to see and do there!

All of us can keep up with Linda through her blog at www.TravelbyTatten.com/travel_blog/, as well as the latest details of a cruise that she will be escorting at the beginning of the year. Mark your calendars, gals! The Princess Cruise – Southern Caribbean Explorer leaves on January 30th. Imagine...just imagine...choosing between blizzard snow in Boston and blue Caribbean waters. Hmmm....

HOT TIPS

Not Enough Clients? What's In Your Way?

From **Andrea Novakowski**, Master Certified Coach
(andrea@coachandrea.com or 508-231-0766)

What's stopping you from getting all the clients you want? Do you know? The answer to this one question may be the key to making your marketing more successful. Instead of trying to fix your marketing by just seeking out more ways to meet people or collect names, email addresses and phone numbers, stop for a moment. What's really getting in the way of your marketing success?

Listed below are the five most common marketing problems. They're presented in order of priority -- problem #1 needs to be fixed before tackling problem #2, and so on. Consider whether making changes in one of these areas might be exactly the fix your marketing needs.

Hands-on Time, Target Market, Marketing Message, Follow-Through, Marketing Approach

Coaching Request: If you'd like to receive the complete article, with a full description of each problem and questions to ask yourself to see which ones might be yours, send me an email with Marketing Problems in the subject line and I'll forward it to you.

Adapted from C.J. Hayden's E-Letter, Get Clients Now!

Coach Andrea

Specializing in working with people who own their own businesses

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Sign-up to receive my thought-provoking "Coaching Tip of the Week".
Click here <http://coachandrea.com/tip-of-the-week/2> to see the most recent.

Deadline for the October newsletter is September 23rd

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