



<http://www.womensbiznetwork.com>

SEPTEMBER 2009

Contents	Greetings!
Letter from the Chair.....1	Welcome back. This summer, such as it was, has come and gone too quickly. By the time the summer weather finally arrived at the beginning of August, it seemed to be time to gear up for the fall and return to full business mode. Hopefully, you have all had the opportunity to take a well-deserved break and recharge the batteries!
September Meeting.....1	I am looking forward to working with all of you as the new General Chair of WBN. However, the first thing on my agenda is to thank Susan Shipley for her hard work and dedication as General Chair for the past two years. She and her Leadership Team have been very helpful with the transition process.
Member News.....2	This year's leadership team promises to be equally as hardworking. Our revised website will be up and running. Membership's goal will be to recruit new, young and diverse members. Our first speaker of the year, Louise Rijk, promises to be an inspiration to our own success as businesswomen.
Business Forum.....2	If anyone has any suggestions, comments or advice, please let me know. I am looking forward to an eventful 2009 – 2010.
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SEPTEMBER'S PROGRAM

Our next meeting will be held on **Friday, September 11**, at the **Wellesley College Club**, beginning promptly at **7:30-9:00am**. (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.

Speaker: Louise Rijk – Vice President of Marketing and Sales – Advance Media Productions

Louise Rijk is the co-founder and Vice President of Marketing and Sales at Advance Media Productions, a full service Internet Marketing and Web Development company. Louise has a BS degree in Education and Psychology from NYU, a Masters degree from NYU in Clinical Psychology and a CAGS in Computer and Education from Lesley College. She has been a frequent speaker on Internet Marketing, Ecommerce, Word of Mouth/Viral Marketing and Web Site Development at Universities, business development seminars (MSBDC, BEN), trade shows, WebmasterWorld PubCon, Intranet Week and Advanced Media Productions Regional Seminars.

MEMBER NEWS

Femina Ali, DMD, of the Wellesley Dental Group would like to thank the people of Wellesley for voting her Dental Group the #1 Readers Choice Dentist for the second year in a row

BUSINESS FORUM

Joanne Neale, GARDEN MENTOR, 781-444-4614 or jmneale@gardenmentor.net

Joanne Neale announces following dates for the 2009-2010 Business Forums. A very exciting agenda is planned with further information to follow on topics and presentations. Meanwhile, mark your calendars. All Forums meet from 5:30-7:00p.m., usually at Joanne's home in Needham.

October 20, 2009 (Tuesday)

January 27, 2010 (Wednesday)

March 25, 2010 (Thursday)

May 11, 2010 (Tuesday)

BUSINESS AFTER HOURS

The committee has scheduled an event at Suitable Image for Thursday October 29th;

More information to follow. Hope you can attend.

HOT TIPS

The Simple Way to Capture Big Ideas

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

Don't rely on your memory or a Blackberry to record and capitalize on good ideas. Go old-school with a stack of 3x5 index cards. Carry them with you and when you hear a good idea, write it down.

The physicality of the cards forces you to reflect on them at the end of the day, and the act of writing the ideas down helps you remember and process them. Having the blank cards in your pocket/purse is also a useful reminder to be on the lookout for new ideas, and most importantly, to listen.

Coaching request: What's the next action for your big idea? When will you take the action?

Adapted from *The Next Big Idea in Management: The 3x5 Card* by Alan M. Webber

Should You Drop Subscribers Who Don't Open Your E-Newsletters?

By Susan B. Weiner, CFA 617-969-4509, info@investmentwriting.com

If you are like most e-newsletter senders, you track the statistics on how many subscribers open each issue. Personally, I check them multiple times because I get a rush out of every click on my monthly Investment Writing Update

http://investmentwriting.com/e_newsletter.htm. But there are people who never seem to read my newsletter.

This made me ask, should you drop people whose names don't appear on your open list?

I finally decided that I should not drop the non-openers. Not if they are good potential source of business or referrals. Open statistics aren't all that matter because 1. Newsletter open statistics aren't 100% accurate. 2. You may benefit from people who don't open your newsletter, but will think of you when they finally need you, your product, or your services. You can read more on this topic at <http://investmentwriting.blogspot.com/2009/07/should-you-drop-subscribers-who-dont.html>

MEMBER'S PROFILE:

Getting Creative with Deb Beck

By Marjorie Gove, M•G Creative

Keeping up with Deb Beck is not for the couch potatoes among us. She is a creative dynamo, painting when she can find the time, designing jewelry on the side, and running her virtual agency, Studio18Group. Members of WBN have seen her work in projects she's donated her talent to – WBN's brochure and "My business. My networking group." membership promo, to name two.

Enjoying drawing and sketching, Deb parlayed her innate creativity into a career in design. After receiving a degree from Boston University in art history and marketing, with a minor in design, she worked in the marketing departments of Thompson Financial and the water resource management firm of Metcalf & Eddy. Neither may seem a likely source of a creative career in design, but it was while working there that she met her current business partner, Dave Linde.

Deb ran Beck Designs for close to 20 years before founding Studio18Group with Dave in 2005. Deb is the agency's managing director, involved in all aspects of the group, and Dave is creative director.

"Studio18Group is a strategic marketing studio that helps emerging and evolving businesses market to the right audience with the right message," Deb explains. She says she chose to focus on emerging companies because she enjoys the "energy and quick pace of helping a new business take its first marketing steps and building a strong brand foundation."

Deb's passion for her work shows as she enthusiastically talks about her newest design venture. Studio18Group likes to start working with a company just as it gets its seed money, and is ready "to come out of the garage." The first step is to create a brand identity and help the emerging firm find its marketing base.

As a virtual agency, she points out, Studio18Group has a stable of 23 writers, photographers, event planners, html experts, designers, a strategic marketing partner, and a media buyer. Studio18Group can readily match the right creative with its clients. "I'm on every project," Deb says. "I'm involved so the client can deal directly with the managing director. But I don't come between the client and the creatives; they have direct contact with each other as well."

But, she is quick to note, Studio18Group is not all things to all people. "We won't take work that doesn't fit us just to take work," she insists. Also, once a client has grown to the point where they need a national push, her group hands them off to a larger agency, remaining onboard as a consultant to oversee the transition.

DEADLINE FOR THE OCTOBER NEWSLETTER IS SEPTEMBER 19TH

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