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Greetings from the Chair – November 2009

Our October Member/Guest meeting was a big success. Thanks to our dedicated members, we had eleven guests. As I write this, we have four new members, bringing our registered membership to fifty-six. I encourage all of you to reach out to other women who are leaders in their field and invite them to join one of our meetings. As so many of us have come to realize, building our business is a result of building relationships. What better way to build relationships is there than to meet and network with other women who have the same goals!

Our guest speaker this month will be Catherine D’Amato, Director of the Greater Boston Food Bank. I am, and at the same time, am not, looking forward to hearing her speak. In these difficult economic times, there are more and more people in need of assistance, many of whom are hesitant to admit it to their friends and families. Keeping this in mind, the Greater Boston Food Bank will be the recipient of funds raised at our Silent Auction in December. Let’s try to dig as deeply into our pockets as we can.

As always, if you have any questions or words of advice, please let me know. You can reach me anytime either by telephone or e-mail.

I am looking forward to seeing all of you at our next meeting.

All the Best!

Patti

McGlynn, Clinton & Hall Insurance

November’s PROGRAM

Our next meeting will be held on Friday, November 13, at the Wellesley College Club, beginning promptly at 7:30A.M. (Please be sure to RSVP by Friday, November 6, to Cathy McGrath 781-235-2446 or cmcgrath@wellesleychamber.org). We will look forward to seeing everyone.



SPEAKER: Catherine D'Amato, President and CEO – Greater Boston Food Bank

As President and CEO of The Greater Boston Food Bank, Catherine D'Amato runs New England's largest hunger-relief organization as an extremely efficient and effective nonprofit food distribution business. She has relentless compassion for those she serves and galvanizes others in the corporate and civic communities to partner for an important cause.

D'Amato has been a tireless advocate for the hungry for more than 25 years. She assumed her leadership position at The Greater Boston Food Bank in 1995 after heading up the Food Bank of Western Massachusetts and, before that, the San Francisco Food Bank. Under D'Amato's vision and leadership, The Greater Boston Food Bank has been transformed into a nearly \$63 million charitable business, an organization that now leads the region in providing nutritious food to nearly 600 hunger-relief organizations. These agencies annually serve more than 320,000 hungry residents of the nine counties and 190 cities and towns of eastern Massachusetts. The Greater Boston Food Bank distributes more than 30 million pounds of food and grocery products annually.

D'Amato currently serves on the board of directors of the Boston Foundation, the Massachusetts Food Association, and Basic Health International. She was named vice chair of the Boston Foundation's board of directors in 2009. She also serves on the Pinnacle Leadership & Team Development Advisory Board and is a guest lecturer at the MIT Sloan School of Management, Simmons College, and UMass Boston. She has in the past served as a board member of Feeding America, the Massachusetts Nutrition Board (as co-chair), the Newmarket Business Association, the Boston Public Market Association, and the Human Rights Campaign. D'Amato has received numerous honors and awards for her leadership role in the fight to end hunger, including a 2008 Pinnacle Award from the Greater Boston Chamber of Commerce; an Honorary Doctorate of Letters from Newbury College; "Woman of Influence in the Food Industry" from the Griffin Report; the "Women's Business" Hall of Fame, Non-Profit/Professional; the New England Women's Leadership Award; the Paul Tsongas Award for Community Service; the "Heroes Among Us Award" from the Boston Celtics; and the "Hunger's Hope Award" from Feeding America. She was also listed as one of the top 50 most powerful people in Boston in the May 2008 issue of Boston magazine and was profiled in the magazine's June 2009 issue. D'Amato earned a Bachelor of Arts in Theology from the University of San Francisco and Business Management Certificates from Harvard University and Smith College.



CONNECTIONS

Gretje Ferguson, Photographer, would like to thank :

Nancy Ratey for her referral for a business portrait.

Femina Ali, DMD, and her husband for making my husband's smile even more beautiful!

Linda Brooks, A Suitable Image, for opening up her WBN event to NEWBO

Barbara Boudreau, computer consultant, for her referral for a family portrait.

Andrea Novakowski would like to thank Neale (Garden Mentor) for great ideas to enhance the gardens in her home. Easy to implement and low maintenance.

Sally McCoubrey would like to thank Fran Kerchner for a successful referral in September

Sue McDonough would like to congratulate Lee Estridge for being chosen among the Top 10 Executive Coaches of the Year 2009 by Boston Women's Business Journal Reader's Choice.

Judy Pike has an office for rent on Route 16 in Wellesley (near Wellesley High School). 11x10 corner office with Judy and one other solo attorney (former WBN member Carol Goodman) on the second floor of a charming converted victorian house. Hardwood floors, good closet storage, nice detail. \$500/mo. includes heat, air conditioning and electric, shared use of conference room, kitchen and photocopier, free parking and easy access for clients. Phone and FIOS connections available. Perfect for a solo professional. Available immediately. If interested, please email judy@judithpikelaw.com.

BOOK CLUB

Correction the e-mail address for Susan Stewart should be:

susan.l.stewart@wellsfargoadvisors.com



MEMBER'S PROFILE

Member of the Month

Patti McGlynn

McGlynn, Clinton & Hall Insurance

- by Vivian Hsu
Hsu & Associates LLC

I am often told that “timing is everything”. In Patti’s case, this truism came to life as she began her career in the insurance industry as a casualty adjuster - just after the Blizzard of '78!

Working on the claims side of the business, with a checkbook at the ready in court to settle cases, she worked for about 15 years for **insurance companies, including Hanover, Travelers and American Mutual. In looking for a change, she turned to McGlynn Insurance, started by her father-in-law after World War II and taken over by her husband, Larry, about 25 years ago.**

Patti began working for McGlynn when her daughter was in the first grade, and she has continued to do so and the firm acquired two other agencies 10 years ago, becoming McGlynn, Clinton and Hall. The agency handles casualty, liability and other personal and commercial lines of insurance. She finds “sales protection” more fun than claims adjustment, as she works with her clients to help them protect their businesses and enjoys the day to day relationships. Defining the “ideal client” is difficult to do, however a good client is one who realizes that insurance is an important part of any business to protect both the business and its assets. The business is multi-generational now, as **Laura**, their 23-year old daughter, works with them.

Patti grew up in Worcester and graduated from Worcester State **College. Her sister and mother live in the Boston area now. She is a big sports fan and enjoys the outdoors. Patti, Larry and their daughter have traveled all over the world pursuing their scuba diving passion. They dive as much as possible in the dark cold waters of Gloucester, and have traveled to the Pacific and the Caribbean as well. Patti also has skied a great deal, and also likes to garden, read, walk and cook. Her family has dubbed her Sunday habit of putting together one of Julia Child’s recipes “The Six-Hour Dinner”!**



HOT TIPS

What Is Most Important To You?

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

WIMI - "What is most important?" These four letters and what they represent can be life changing for you and those that you communicate with. Finding out what is most important to them (WIMI) is dramatic. You can get to the core of any issue, project, meeting, or situation. By asking a person what is most important to them, you link directly into what they value. When you find out what someone values, you can develop a rapport that produces immediate results.

Coaching request: Try this communication tool and let me know what your results are.

Adapted from NMA Coaching Tip by Natalie Manor at www.NatalieManor.com

Coach Andrea

Focusing your vision, achieving results, continuing your growth

Andrea Novakowski, *Master Certified Coach*

Business and Personal Coaching

39 Lakeview Terrace, Ashland, MA 01721

Your Image On the Social Networking Sites - PART 2

By Lori Johnson, Your Best Image

What You See

A client once told me, "The first thing I do when I am searching my social networking sites is look at the pictures." I have to agree, I do that too. "A picture says a thousand words." From your profile headshots to your photo albums remember everyone can see them and will be forming an opinion about you based on the visual images. Future employers, clients, your significant other, everyone has access to your photos. What



story are your photos telling about you?

Pictures can be used in a very positive way. An excellent testimonial is a photograph of you doing what you do best. Whether you are gardening or giving a presentation to a large group, the photo can be a very positive representation of your work, product, creative talent, etc.

Adding your headshot to your profile adds a face to your story. It helps the reader connect with you. That's what the sites are all about, connections. Many of my clients tell me they want a more casual, approachable photo for their profile. That's fine but if you are using these sites for your professional world, not just your personal world, I recommend using a headshot taken by a professional photographer not a candid shot taken by you, a friend, or family member. The quality will be much better and you can feel comfortable the message you portray will be positive.

The goal is to enhance your image not change how you look. A little makeup, the right outfit and accessories, and a touchup for your hairstyle will help insure a great profile photo. An image consultant trained in makeup and wardrobe for photography can help you make good choices for your photo. See my site for general guidelines: <http://www.yourbestimagepid.com/preshoots.html>

Your headshot: A critical component to your message

By Gretje Ferguson, Photographer

Whether you are embarking on a new business or sprucing up your existing enterprise, you will find yourself fielding requests for a headshot. A good headshot is a business essential. It gives you a leg up when it comes to publicity, a professional web presence, or a potential speaking contract. A good headshot personalizes your business. People see who you are and are more likely to want to work with you.

In contrast, an unflattering, badly posed or technically inferior headshot can work against you. The subconscious questions that may come up are: Does this person take herself seriously? Is she a consummate professional? Will she give my account the attention it deserves?

Your headshot should showcase you as an accomplished yet accessible professional. Depending on your business, you may want to show a softer side, a no-nonsense attitude, good listening skills, compassion, or a combination of these. And you want to look your best!

It's important to choose a seasoned photographer who will be proficient in lighting, composition, and posing, and who will work with you to understand the nuances of your business and the message you want to send. Here are some questions you might want to ask before booking:

- How long will the photo shoot last?
- Will I have an opportunity to be photographed with a variety of expressions? How do you elicit



different moods?

- How many images will be taken?
- How many do I get to keep?
- How are the proofs presented? As digital files? As contact sheets? As prints?
- Will I have the opportunity to have a clothing change for a different look?
- Are the images available in print, as a digital file, or both?
- Will my chosen images be retouched?
- Will I have unlimited use of the images, or will I need to pay more for additional usage?
- Is there a makeup artist or hair stylist available at the studio?
- What is your policy in case I don't like any of the photographs?

Once you have made your appointment, there is still some preparation to do for your session! Here are a few pointers:

1. If you are having your hair cut, do so several days before the shoot so it will have time to settle down.
2. If you wear a suit, be sure the jacket or blouse fits well. This is critical! The camera blatantly shows if seams are straining, or if your shoulders are swimming in extra material. Choose a solid color that is somewhat darker than your natural skin tone. Tweeds or patterns are distracting, and may cause a moiré pattern in a digital file. Come to the session with your clothes clean and pressed.
3. Consider booking a few sessions with an image consultant prior to your photo session. You can get great advice that can have a positive impact on the photo session and your general appearance.
4. Have your makeup professionally done for the shoot, or wear a little more makeup than you normally would. Photographic lighting can wash out your features.
5. During the shoot, imagine you are greeting a favorite client as he or she walks through the door. This exercise keeps you from worrying about how you look and brings out your warmth and accessibility.

Your headshot is part of your brand. Be sure it is sending a message compatible with your professionalism.

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Deadline for November newsletter is November 18

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Editor: Sue



<http://www.womensbiznetwork.com>

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