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| Letter from the Chair.....1 | Greetings! |
| October Meeting.....2 | Here we are in October and our annual Membership Promotion Breakfast meeting. It would be great if every member planning to attend the meeting would also invite a guest. We have two incentive offers this year. The first is that guest fees are waived, not only for this meeting, but also for every meeting this year. However, a guest is only allowed to attend a meeting, free, one time. The second incentive is a 10% discount if the guest signs up the day she attends as a guest. Let's try to fill the room. |
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| Hot Tips.....6 | Any interest in placing an ad for you business in the newsletter? This is a great, and, inexpensive way to share the word about your business. |
| | One last note, I would like to encourage everyone to use the Connections section of the Newsletter. This can be used for any time of member acknowledgement, congratulate a member for an award; thank a member for a referral, recommendation, or helpful piece of advice. There are never enough ways to offer "Kudos" |
| | If anyone has any comments or words of advice, please let me know! All the best, |
| | Patti |
| | McGlynn, Clinton & Hall Insurance |

October's PROGRAM

Our next meeting will be held on **Friday, October 9**, at the **Wellesley College Club**, beginning promptly at **7:30A.M.** Please invite a guest. (*Please be sure to RSVP by Friday, October 2, to Cathy McGrath 781-235-2446 or cmcgrath@wellesleychamber.org*). We will look forward to seeing everyone.

Speaker: Lauren Stiller Rikleén is a senior partner in the Real Estate and Environmental Law Practice Group of Bowditch & Dewey.

Lauren is the founder and Executive Director of the [Bowditch Institute for Women's Success](#), where she combines her unique qualifications and expertise to help law firms and other business organizations create an environment where women can succeed. She is the author of [Ending the Gauntlet: Removing Barriers to Women's Success in the Law](#), a book about the institutional impediments to the retention and advancement of women in the legal profession.

Lauren is listed in *The Best Lawyers in America*, *Chambers USA America's Leading Business Lawyers*, and *Massachusetts Super Lawyers*. Among her many honors, Lauren is the recipient of the 2007 Barbara Gray Humanitarian Award from Voices Against Violence, the Boston College 2004 Alumni Award for Excellence in Law, the Boston College Law School 75th Anniversary Alumni Award, and from the Women's Bar Association of Massachusetts, the 2005 Lelia J. Robinson Award.

In August 2008, Lauren began a three-year term as a member of the American Bar Association Board of Governors, having just completed a three-year term as one of twelve members of the ABA Commission on Women in the Profession. She is also a Fellow of the American Bar Foundation.

As the former President of the Boston Bar Association, Lauren established the Task-Force on Professional Challenges and Family Needs which produced [Facing the Grail – Confronting the Costs of Work/Family Imbalance](#) – a report which received national attention for its in-depth analysis of the cost of attrition in law firms. She continues her advocacy of these issues through her involvement with the Massachusetts Equality Commission.

Lauren is a former Chair and current member of the Board of Directors of the Environmental League of Massachusetts, a member of the Board of Directors for the Massachusetts Women's Political Caucus, a member of the Board of Trustees of Middlesex Savings Bank and the Boston Bar Foundation, and a founding member of the Council for Women of Boston College. She recently concluded ten years on the Board of Trustees of Clark University, in Worcester, Massachusetts.

Within her community, Lauren is the first woman to have served as Chair of the MetroWest Chamber of Commerce. In 1997, the MetroWest Chamber of Commerce named her "Business Leader of the Year" and also granted her the Athena Award for professional excellence in 2001.

The Boston Globe recognized her as one of “The Who’s Who of Top Women Lawyers” in 1995, and the *Middlesex News* named Lauren “Woman of the Year” in 1991. In addition, Lauren has more than seventy published works, ranging from articles in her areas of professional expertise to op-ed pieces in the *Boston Globe*, the *Boston Business Journal*, the *Boston Herald*, *Women’s Business* and multiple newspapers and periodicals nationwide.

CONNECTIONS

Joanne Neale (Garden Mentor) would like to thank Edith Woodcock for her very thorough and professional assistance in locating quality, affordable long term care insurance.

Patti McGlynn would like to thank:

Judy Pike and Tracy Boehme for introducing me to their clients who were in need of Homeowners Insurance.

Edith Woodcock for allowing the McGlynn, Clinton & Hall Insurance Agencies to provide her personal Home and Auto Insurance.

WBN Book Club would like to thank Maureen Connolly for sharing her home in Martha’s Vineyard For our July meeting.

Patti McGlynn from McGlynn, Clinton & Hall Insurance, and Edith Woodcock financial services agent with New York Life Insurance are working together to share our expertise with each other’s clients. This will provide them a full package of insurance protection from property and liability to life and disability.

BUSINESS FORUM

TUESDAY, OCTOBER 20, 2009 IS THE FIRST WBN BUSINESS FORUM OF THE YEAR!

October 20, 2009 (Tuesday)

5:30 – 7:00 pm

"Social Networking to Advance Your Business – a Hands-on Approach"

Co-leaders:

**Wendy Gelberg of Gentle Job Search / Advantage Resumes, career coach and resume writer
wgelberg@aol.com**

**Margie Mintz of Mintz Web Design
margie@mintzwebdesign.com**

We hope you can join us on October 20th to share your questions and see a hands-on demonstration of how to take advantage of the many social networking possibilities that exist today. Margie and Wendy will build on the introduction to social networking that was provided by our wonderful speaker in September, adding a practical dimension to her overview. If you have specific questions that you would like to see covered, please email Wendy or Margie well ahead of time, so they can be sure to include them.

In addition to being a free source of help for your business, the Forums are a wonderful venue for getting to know other WBN members outside of the confines of our monthly meetings.

Joanne's address is 44 Dartmouth Avenue, Needham. ***Please RSVP to Joanne at 781-444-4614 or jmneale@gardenmentor.net no later than Monday, October 19th.*** Light refreshments will be served and a \$5.00 contribution is requested.

Directions to 44 Dartmouth Avenue, Needham:

From Route 128:

Take Exit 19B (Needham, Highland Avenue) and bear to the far left lane as you come off the exit ramp (Muzi Ford and the fire station will be on your right). Take the first left at the first set of lights onto Hunting Road. Stay on Hunting Road as it comes to another set of lights. Go through these lights, and make the second right onto Paul Revere Road. (There is a set of stone pillars at the beginning of Paul Revere Road). Follow Paul Revere Road up hill, around curve, and take second left onto Lindberg Avenue, then take second right onto Dartmouth.

From Route 135 heading towards Needham from Wellesley Area:

Follow Route 135 (Great Plains Avenue) into the center of Needham (You will see Harvey's Hardware and the town green). Continue through the traffic lights at Harvey's and the next set of lights at the Abode Antique Store. You will then pass Hillcrest Gardens and the YMCA and several churches. At the next set of lights take a left onto Webster Street. Stay on Webster until you see the back of the high school on your left and Brookline Street on your right, then take the next right onto Lindberg Avenue. You will come to a stop sign, just continue up the hill and take the third left after the stop sign, onto Dartmouth Avenue.

44 Dartmouth is a light gray cape with a light green door and black shutters.
IF YOU GET LOST, CALL JOANNE'S CELL 617-823-9494.

BOOK CLUB

The WBN Book Club continues to welcome new members. We meet every 6 weeks on Tuesday evening, 5:30-7:00, at the home or office of various members. The group has a strong commitment to their book selections, discussions, and spontaneity for fun and so encourages that same commitment with any new members. For more information please contact either **Daryl Lippman** at Daryl4RealEstate@comcast.net or **Susan Stewart** at susan.l.stewart@wachoviasec.

MEMBER'S PROFILE:

Vivian Hsu

When I called Vivian to interview her for this article, the first thing she said was “I am a Red Sox fan who grew up in Yankee territory”. Perfect timing going into the playoffs. It makes you want to respond with *Let's Go Red Sox!*

Vivian was born in Ohio and moved to Connecticut when her father had a business opportunity in Stamford. Her first move to Massachusetts was to attend Smith College where she earned her undergraduate degree majoring in both American Government and Child and Adolescent Psychology. This was followed by a graduate degree from Suffolk University Law School. Her initial career path led her toward social work and working specifically with children. However budget cuts in the Ed King administration caused her to redirect her focus to the law.

Vivian spent some time working for a very prestigious law firm in New York before law school, got some invaluable experience, and learned that was not the life for her. She remained in Massachusetts, worked for the WGBH Educational Foundation where she advised management and producers on business and legal issues affecting the production and distribution of public TV and radio programming. This was followed by 8 years with Motorola, Inc as labor and employment counsel, supporting its Corporate HR organization and Northeast business.

In 1995, Vivian started her private practice. When I asked her what she liked best about her practice, I was told that it is the variety. It is not a typical law firm. She describes it as a “boutique” law firm specializing in employment law counseling, training and mediation services. Vivian provides advice to clients on matters relating to workplace issues and the employment relationship, with an emphasis on preventative practices and dispute resolution. She develops and conducts training programs for managers, supervisors, human resource professionals and employees on employment law topics, conducts workplace investigations as an independent fact finder, provides mediation services for employment disputes and serves as a facilitator for business and community groups. Vivian is a member of the faculty for the Certified Discrimination Prevention Training Program of the Massachusetts Commission Against Discrimination, having completed all modules on discrimination, diversity, disability accommodation, sexual harassment, and internal investigations. She has also served on the American Arbitration Association panel of mediators for complaints before the Massachusetts Commission Against Discrimination.

1995 was the same year Vivian joined WBN, later spending three years as Chair.

Even with all this, there is still time to relax. You can find Vivian burning off energy playing tennis or hiking. She can also be found relaxing on the beach, reading and doing crossword puzzles.

When speaking with Vivian, I feel as though I am with a woman who has found a way to success both professionally and personally.

HOT TIPS

Your Image On the Social Networking Sites - PART 1

By Lori Johnson, Your Best Image

I'm sure we all agree, the social networking sites are very popular and here to stay. This new way to socialize has become more than a place for kids to share pictures and chat; many of the sites are a viable business communication tool. Viewers go to the sites for connections, communication, and information without the ads, pop-ups and hard sales pitches.

The social networking sites are a great place to develop your personal brand. They are also a great place to ruin your personal brand. Your audience is vast and watching, you never know where your message will travel.

What You Say

Before you comment in the "what's on your mind" or "what are you working on" column, post a picture, or send a tweet, think about how it is going to be perceived by those reading it.

Complaining about your boss, yesterday's meeting, health issues, your significant other, even the weather are never acceptable. You want to be thought of as a positive, enjoyable person to associate with.

Be careful of gossip. As you write, envision you are going to c.c. or include the person you are talking about in your conversation. The old rule applies; if you couldn't say it to their face don't say it at all.

Deadline for November newsletter is October 21st