

*P*RESIDENT'S MESSAGE



Happy New Year! This is the wish we extend to family, friends, customers, colleagues and strangers.

Every year we get to hear these words and consider both the events of the

year past and possibilities for the year ahead. Most of us have in one year or another put particular significance to this wish perhaps because of a major life event. I recall the year 1995 as having special significance because of personal relationships and my Dad having become quite ill that year. I placed a great deal of hope on 1996.

This new year of 2009 is unique in that we are all together in hoping for a significant turn around in world events, the US economy and infrastructure, and personal business and work stability and success. No one is untouched by what is happening. We exerted our power to create change on November 4, 2008. No matter who your political choice was, this is the one major influence we can have and we certainly showed up for the occasion.

The question in front of me now is what can I do from this point forward? How can I continue to influence change? How can I impact my world? How do I weather this storm I find myself in the midst of? I take these questions seriously and I feel good about my responses. I want to share my thoughts and actions with you and if you feel the same, tell me. If you want to try this out, go for it. Here are my Three A's for Making 2009 a Very Good Year.

**Attitude:** A shift in attitude can really help to change your perspective and how the world perceives you.

- When I listen to world event news, I listen intellectually rather than emotionally. I recognize that there is truth in the information and then I look at what is happening

in my world, my neck of the woods. I take great care when I use this information to informed decisions.

- I try to stay close to home in my thinking, and focus on what is working well. I work to stay away from catastrophic thinking and continue to do that which is good for my family and work.
- I answer the phone, meet others, and interact with others as if all possibilities still exist. I know that my positive attitude is infectious and a gift I can share with others who may be concerned or scared.
- I am even more open now to creative solutions and new ways of doing things to meet the needs and demands of customers and clients.

**Action:** The healthiest thing we can do for ourselves is to take action. You know you are taking the right action when, at the end of the day, you feel complete and ready to sleep.

- When someone tells me about the way the current economy is affecting them that is negative such as being laid off, I listen with empathy and offer to connect with someone who might be able to help. I make that connection if it is desired.
- I continue to do those things that have worked in the past if appropriate such as networking, newsletters, blogging and so forth. When I adjust my strategy it comes from critical thinking rather than emotional reaction.
- I look for new strategies and implement them. For example: I recently added a new more affordable coaching service to my business in response to economic challenges.

CONTINUED ON PAGE 2

<sup>\$</sup>15<sup>00</sup> WITH RESERVATIONS AND <sup>\$</sup>18<sup>00</sup> WITHOUT.

*Important: Please call voicemail at (413) 827-4182*

*Meals for guests at the breakfast meetings must be paid for if a guest pass is not presented at the time of check in.*

TAKE *Charge*  
BUILD YOUR BUSINESS  
FROM THE INSIDE OUT

Thursday, January 15, 2009  
7:45 a.m. • Holiday Inn at Ingleside, I-91  
Exit 15 Holyoke, MA  
([holyoke.com](http://holyoke.com))

On January 15, Christine Pilch of Grow my Company will be speaking to us on positioning yourself and your business in the marketplace. She will also be addressing how social networking can be used to enhance your business.

Christine is co-owner of Grow My Company and Your Brand Partnership. She helps service-based businesses get more clients and make more money. She teaches professionals how to center all marketing on a solid positioning strategy that delivers the right message to the right people about something that they want, and by demonstrating why that company is the best source for the particular service.

Christine worked in sales at WGGB TV and Tortus Technologies, and as Director of Marketing for NESCOR before launching her marketing consulting firm. Through her many years of listening to clients' marketing challenges and reading industry materials she learned solutions that help clients distinguish themselves from their competition while utilizing the best marketing tactics from among a broad variety of traditional and new media techniques. In addition, she is a social media marketing specialist who is proficient in utilizing the big-3 - LinkedIn, Twitter, and Facebook - for professional gain.

Christine earned her BA in English Literature from Wheaton College and is a graduate of Wilbraham & Monson Academy. She served as Chair of the Ware Charter Commission and on the Board of Trustees at Wilbraham & Monson Academy, and well as President of the school's Alumni Council. 413.537.2474; [GrowMyCo.com](http://GrowMyCo.com); [YourBrandPartnership.com](http://YourBrandPartnership.com); <http://twitter.com/ChristinePilch>; [linkedin.com/in/christinepilch](http://linkedin.com/in/christinepilch)

## CONTINUED FROM PAGE 1

- I align with others to share expenses in more costly marketing strategies such as buying a vendor table at a conference.
- I surround myself with 'can-do' attitude people to help me stay focused and energized.
- I keep better records of benefits my business gains from various marketing strategies so I can avoid making reckless or counter-productive decisions down the line.
- I give more...time, money, energy to others to help me feel connected and so that all my actions have greater, more 'rounded' meaning and reward.

**Affirmation/Acknowledgement:** Especially in uncertain times we need to feel affirmed for our choices and actions. Self affirmation and acknowledgement is the first step. When you can do it for yourself, you will easily do it for others.

- Before I sleep, I think of one of my favorite affirmations, 'Celebrate your magnificence every day'. This prompts me to reflect on at least three successes I had that day. They can be small such as sending out a postcard or big such as designing a new product. Three successes...it's easy.
- When I awake each day, I applaud myself for getting a good night of sleep and plan what I want to accomplish that day. I keep it reasonable, yet challenging (because I get inspired by challenge).
- I try to call at least one person with whom I can connect just to see how they are doing and to share with them good energy for the day by looking for a way to acknowledge him or her for being great in some way.
- I pat myself on the back for everything I get done or for simply being in good spirit and I never chastise myself for getting off track.
- I make time for a little play: take a walk; ball toss with the dog; watch a movie; fictional reading; eating a Kiss; a game of Free-Cell; anything that gives the brain a break and the body some pleasure.

What are your 'Three A's'? How are you staying focused and positive? How do you balance current reality with your goals and dreams?

What will you 'do' and how will you 'be' in making 2009 a very good year?

**WARMLY,**

*Linda*



*Gena Rotas and Carla Clason - Photography Courtesy of Suzanne Larocque*

## WE WANT TO HEAR FROM YOU!

If you have an article that you would like to be included in the next WBOA newsletter, please email it to Freda Brown, Newsletter Chairperson at [FREKEV@aol.com](mailto:FREKEV@aol.com).

The insertion deadline for the February newsletter is January 30.

## Your AD HERE!

Looking for a great place to advertise your business that will reach local business women and the community? Have you noticed the advertising in this newsletter, and wondered how that can be you? Contact Allison Biggs by phone at (413) 222-6441 or by email at [allison@amdesignworks.com](mailto:allison@amdesignworks.com), to learn about the advertising options that are available to you!

Now that our newsletter is in digital form and we have made the transition to full color ads, take advantage of this opportunity to get your business noticed. Consider WBOA newsletter advertising as an important part of this year's marketing plan!

## Thank You THANK YOU

Thank you to the following members for donating items for our monthly raffle, to benefit the Cheryl Reed Memorial Loan Fund.

Ingrid Bredenburg- *Bredenburg Associates*  
Sally White- *LeBlanc Associates, LLC*  
Victoria Owen- *Owen Employee Benefit Strategies, LLC*  
Karen Cardoza- *Karen Cardoza Jewelry*

## DVSS DONATIONS (FORMERLY KNOWN AS ARCH)

Please bring your travel sized, unused toiletry products, new women's and children's undergarments and sleepwear, along with functional cell phones with their chargers to be donated to the YWCA of Springfield's DVSS program. The DVSS program (Domestic Violence Shelter Services), formerly known as ARCH, provides these items for the more than 100,000 women and girls the YWCA assists annually. A tote will be located in the back of the room for you to drop off your items. Donations can also be given directly to Allison Biggs, who can be reached at either (413) 222-6441 or at: [allison@amdesignworks.com](mailto:allison@amdesignworks.com).

# How To Avoid Doomed New Year's Resolutions!

By Ann Latham

Most New Year's Resolutions are bad! Which is, at least in part, why most are not successful. Consider the following common resolutions:

1. Spend More Time with Friends and Family
2. Improve Your Fitness
3. Lose Weight
4. Quit Smoking
5. Enjoy Life More
7. Get Out of Debt
8. Learn Something New
9. Help Others
10. Get Organized

What a sorry set of vague and distant wishes! No wonder people fail to follow through!

A good resolution is specific and short-term with clear measures of success. The resolutions above are awful.

*"Spend more time with friends and family."* How much more time and with whom? Why? What would it accomplish? What if you found it boring or painful? Or counter-productive? Get specific! How would you know if you were successful? Why are you even thinking this is important? Do you know what the right amount of time with friends and family would look like or feel like in an ideal world? Do you know what you will quit doing to make time? Do you know what must actually transpire to make a real difference? The amount of time you spend may be irrelevant; I say this while hoping to avoid the mindless phrase "quality time," but hoping you can give serious thought to how you would measure success.

*"Improve Your Fitness" and "Lose Weight."* Now here are a couple of bottomless pits! You could make tremendous progress without feeling successful with such vague wishes. Worse, you could make no progress simply by feeling overwhelmed by the magnitude, lack of direction, and guilt because you know you are not "doing enough." Get specific! What will you do differently? How about "I will always take half and if I go back for more, I will again take half." Accompany that with "no sweets or snacks on weekdays." Reduce your intentions to simple and specific decisions. Adherence is easy to assess. Results will also be easy to assess. (And you don't have to wait until next year to tweak them! But don't get me started on the inanity of making resolutions by the calendar rather than when they are needed to improve a condition. This is as bad as doing strategic planning once a year!)

*"Quit Smoking" and "Quit Drinking."* These seem more specific but if you talk to people who have quit and restarted and quit and restarted and ... you know that quitting is quite ambiguous. Get specific! If you know what success looks like, and if it isn't in the distant future, you can achieve success more easily. And then, with renewed confidence, you can achieve more success. Confidence, motivation and learning snowball when applied in an endless series of successful little steps. Set a short-term, measurable goal. Achieve it and move on to the next achievement.

*"Enjoy Life More."* Now there is a prime example of a nebulous goal! For you this might mean eating out more frequently. For someone else, it could mean more frequent self-flagellation. Do you know what would make your life more enjoyable? What would you actually be doing? How would you know you were enjoying life more? Get specific! Far too many people are enthralled with idealistic notions of what comprises a happy life. It is not until you know what you need to do differently that you can begin to behave differently. Expecting increased joy while continuing the same old habits, no matter how hard you wish reality would take a sharp right, is simply self-delusion. You can do better than that!

*"Get Out of Debt."* Another good target for wishful thinking. Getting out of debt requires living within one's means and then some. Your choices are three-fold: spend less, make more, do both. What are you going to give up? How are you going to make more?

*"Learn Something New."* Say what? What do you care about? Why would it make a difference if you learned something new? This is as vague as saying that you need to be a better person. (Wait! That might be Number 11!) If you can't identify an area where learning something new would improve your condition - your happiness, your ability to make money, your parenting capabilities, your relationships, etc., you are not likely to commit to the effort needed to learn something new. Once again, get specific! What do you need to learn and why does it matter?

*"Help Others."* Here we go again! Another unmeasurable, unactionable goal not

readily translated into specific steps to success! Who do you want to help? Why? How would it make a difference? Are you looking to appease your conscience or make an actual difference in someone's life? Get specific and be successful!

*"Get Organized."* If I believed New Year's Resolutions were confined to these ten, I would not stress out over one more bottomless pit. But I know this list of ten is followed by ten more nebulous, feel-good resolutions dooming the resolute to capitulation. What needs to be organized? Why? Where would you experience the benefits? What do you want to increase and what do you want to decrease? How will you know when you are done? Have I already mentioned that you need to get specific?

Nebulous, long term dreams are wonderful, evil and worthless. They are wonderful in that all will endorse your intentions. They are evil in that their ambiguity and bottomlessness will likely discourage and overwhelm. They are worthless until you translate them into specific, measurable goals with small, concrete steps.

And all of this, of course, applies to New Year's Resolutions as well as business visions, strategies and tactics. Get specific. Know what success would look like. Translate big goals into small, concrete steps. Get specific and be successful!

Best wishes in 2009!

*Ann Latham is President of Uncommon Clarity, Inc., a firm that helps clients improve individual and organizational performance. For more information, visit [www.uncommonclarity.com](http://www.uncommonclarity.com) or call 413-527-3737.*

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Clarity in Law



## **KAREN BLINDERMAN**

*KayBee Marketing Resources*  
*kbmail@comcast.net*

Clients come to KayBee Marketing Resources because of the attention to detail we provide – and because KBMR will handle many of the administrative tasks clients and their staffs don't have the time (or inclination) to accomplish, but are necessary to running their own organizations.

KayBee Marketing Resources launched 13 years ago and focuses its services on providing administrative resources for associations and their Boards of Directors, just like and including WBOA. Blinderman says, "We help many local and distant Boards of Directors do several of the background tasks that are necessary to maintain membership lists and directories, newsletters, event notices, meeting registration and so on."

KayBee Marketing Resources has been a member of the WBOA since 1995 and owner Karen is a great source of wisdom having faced both success and challenge over the years. Most recently, KBMR experienced being pretty busy, week after week. The challenge is to continue to stay busy (and profitable!) while finding new ways to serve our non-profit clients; whether that's through outreach, further education or new service offerings isn't always easy. Blinderman knows that staying current with trends in the marketplace will help clients, now and in the future.

## **PAT GRENIER**

*BRP/Grenier Financial Services*  
*pat@brpgrenier.com*  
*www.brpgrenier.com*

BRP/Grenier Financial Services is special because it protects people's lifestyles and provides peace of mind that you become independent financially.

BRP/Grenier Financial Services has been in business for 25 years and Pat Grenier joined the WBOA three years ago.

Grenier is looking for successful businesswomen who need a financial consultant to coordinate their financial life and advice on family protection, investments, succession planning, retirement and estate planning.

According to Grenier, "It's all about planting that first seed. It takes a leap of faith to believe in the richness of life that results from the simple process of financial planning. That small act accomplished today can help you achieve financial security, assure a child's edu-

cation, preserve family wealth, or build a life that's rich with travel or other pursuits."

Grenier says, "Protecting my clients' and their family's lifestyles today and for future generations is my greatest personal challenge."

## **FAYE OMASTA**

*Hickory Dell Farm/Gifts*  
*faomasta@aol.com*  
*hickorydell@aol.com*  
*www.hickorydell.com*

Hickory Dell Farm is a flower farm, and gardening and gift store. Because they grow the plants they sell customers enjoy healthier plants that are more adaptable to the local weather conditions. The farm specializes in providing unusual varieties of annuals and perennials. They create one-of-a-kind combinations in hanging baskets and containers. Omasta says, "This trait can also be seen in the gift baskets we custom design for any occasion using inventory from our eclectic gift shop. We take the time to focus on our customer's needs and desires."

Hickory Dell Farm serves the landscaper/designer who likes to include unusual varieties in their work. And customers who enjoy gardening for a vegetable patch, stunning perennial bed, or a container garden will love the selection and support of experts.

The gift shop is a special treat. Professionals who like to show their appreciation to clients, vendors or business associates, or anyone who would like to shop in peace are assured of always finding something special.

Although the farm is off the beaten path, it is well worth the drive. Omasta states, "One challenge is to increase the volume of traffic/customers to our store."

Although the store is closed the first quarter of the year we are able to make and deliver custom made gift baskets."

## **CARLA CLASON**

*Mary Kay Cosmetics-*  
*Independent Sales Director*  
*www.marykay.com/clasonhook*  
*carlaclason@surfmk.com*

Carla Clason was attracted to the Mary Kay Company because of they ascribe to the Golden Rule: 'Do unto others what you would have others do unto you'. In addition the company was founded on values that place our spiritual path (God) first, our family second and our career third. Clason says, "I live and conduct my business practices by these values and that is special! When I work

with women I create an environment that establishes trust in the excellent products, trust in me and my services and I provide excellent customer service- based on what each individual woman needs from me." Clason believes in the Mary Kay Company and its products, which are safe, extensively tested (not on animals) and 100% guaranteed by the company.

Clason remarks, "My ideal customer is a woman who wants to take care of herself and wants to use good skin care products. She wants to feel confident about how she looks and feels, wants quality products that deliver the results she is looking for at affordable prices." This woman also wants quality, professional, personalized services on her own terms.

Clason is interested in providing her services and products to women who want them delivered in a respectful and sensitive manner. Clason is passionate about making her interactions with women purposeful. As a Director with the company, she is building her own personal team looking for women who would like to have their own Mary Kay business with Clason as a business partner. Clason remarks, "I know there are women out there who are looking for this opportunity, who at this time are searching for ways to keep themselves active, hopeful, engaged and contributing financially to their families." She hopes to meet and reach out to these women and offer them this opportunity. Mary Kay is all about enriching women's lives not only with great products and personalized services, but also with the business opportunity.

## **PEGGY HOIME**

*Alternative Healths*  
*peggyagawam@aol.com*  
*www.alternativehealthspas.info*  
*Johnalthhealth@cs.com*

The Staff at Alternative Health are sincerely passionate about their work. Owner John Hoime decided, after regaining his own health about 11 years ago, that he wanted to help other people who were "sick and tired" of being tired, full of pain and feeling like they were aging before their time.

John's sister and Marketing Director, Peggy Hoime recently returned to the WBOA. Peggy says, "Alternative Health is more than a business, it is a place where helping people get and stay well is our life mission and pas-

CONTINUED ON PAGE 5

sion. We take people by the hand and “love them” through the changes, the healing crisis, all the things that go on in one’s life when one makes the courageous decision to get and stay healthy.”

Over the past ten years they have served customers who are ready and willing to take responsibility for their health and well-being. The ideal customer is the person who is already well and wants to stay well or is suffering from an auto-immune disease and wants to live symptom free and get the most out of life. Alternative Health offers free health screenings.

Alternative Health puts a great deal of time and energy toward educating people. “HABITS DIE HARD and often when people begin to feel better, they tend to forget what got them well. It is so easy to slowly let sabotaging behaviors creep back into our lives. So, what is challenging is helping people truly change the habits and stay committed to “Life Long Wellness” says Peggy.

**CHRISTINE BURNS**

**CLOWNTIQUE**

[www.clowntique.biz](http://www.clowntique.biz)

[clowntique@yahoo.com](mailto:clowntique@yahoo.com)

CLOWNTIQUE is the only full service family entertainment company in the region. They can serve small events such as balloon deliveries or large corporate events.

CLOWNTIQUE offers a wide variety of entertainment services including: Clowns, Jugglers, Magicians, Balloon artists, Professional games coordinators, Face painters, Animated and Holiday characters.

Their motto is “Fun Family Entertainment for Every Event.” No matter how large or small your event, CLOWNTIQUE can fill your needs. All entertainers are available for balloon deliveries and many are available to teach workshops.

Says Burns about their services, “If you are stuck in the planning stages, we can event plan, working within your budget. Come browse our web site and see some of the services that we offer, but don’t let them limit you! CLOWNTIQUE can help to make your dreams come true.”

CLOWNTIQUE is a great mutual resource for event planners who works with medium to large businesses.

According to Burns, “Writing new shows and keeping things fresh can be one of our biggest challenges. Fortunately for us most of our business is repeat, which tells us our customers are happy.”

**CALENDAR OF *Events***

**TUESDAY, JANUARY 20, 2009**

**7:00 p.m. - 8:30 p.m.**

Free Workshops

Take Back Your Energy with Coach Linda McDonald  
Energy is the physical and mental power to perform work. You require energy to support every thought, word, action, and interaction in your life. When you don’t have enough energy to do what you want and need to do, you have an Energy Deficit.

There are three kinds of human energy... physical, mental, and emotional. The way you manage these areas will impact your ability to live each day with vitality.

Learn how you can increase your energy. Take it back and keep it with you for making every day a great day.

1. Date: January 20, 2009, 7-8:30 via teleconference

2. Date: January 28, 2009, 7-8:30pm at the Abundant Wellness Center, Chicopee, MA  
Please register at [www.reachlinda.com/Events.htm](http://www.reachlinda.com/Events.htm)

**THURSDAY, FEBRUARY 5, 2009**

**6:30 p.m.-7:45 p.m.**

Attend these FREE educational workshops on with your neighbors and friends and together learn useful home tooth care for children’s teeth.

**“BRUSHING IS FOR BABIES”**

An educational workshop on home dental care for children offered by the most caring dentist at the most comfortable office in the Pioneer Valley!

**7:45 p.m. - 8:45 p.m.**

**“RECESSION PROOF YOUR SMILE”**

An educational workshop on home dental care for adults offered by the most caring dentist at the most comfortable office in the Pioneer Valley!

Please contact us at 413-586-9363 or at [shsinfo@strongandhealthysmiles.com](mailto:shsinfo@strongandhealthysmiles.com).

You may also visit our website at: [strongandhealthysmiles.com](http://strongandhealthysmiles.com).

Please call our office to schedule a free tour to meet Dr. Sue and the Smile Team!

Dr. Sue Keller

Call 586-9363 (58-MY-DMD) today to reserve your spot in this engaging, informative discussion. 40 Main St. Suite 204, Florence, MA 01062

*MEMBER NEWS*

**LINDA McDONALD**

**REACH RESOURCES**

Announcing Mastermind Group Write Now!

There are many ways with which to market your business. Experts agree that we need to increase visibility and credibility to gain the trust of our target audience. One way to do this is to write and publish articles.

If you are like me you might say, ‘I don’t know how to get started.’; ‘What would I write about.’; ‘I can get it started, but I never seem to finish it.’; ‘I don’t know where to publish my articles.’ Sound familiar?

I did succeed this year in writing a publishing about 24 articles some of which you have seen in our WBOA newsletter. I found to my surprise that I really like writing...once I get it going.

Because of my success in simply getting it done and because I would love to see more of you publish your articles in our newsletter, I would like to support this happening.

I want to form a writing mastermind group. Through this group we can support and encourage each other to write. We can share ideas and experiences for format, editing, and publishing. We can, together, make it happen. Please join me after our WBOA breakfast event on January 15, 2009 for an initial meeting to survey interest and get things started. I also invite you to contact me at [Linda@reachresources.net](mailto:Linda@reachresources.net) with questions or support for forming this group.

*Mark* YOUR CALENDARS

UPCOMING MEETINGS

(THE THIRD THURSDAY OF SEPTEMBER-MAY, 7:45-9:30 A.M.)

**2009: 1/15, 2/19, 3/19, 4/16, 5/21**

**WOMAN OF THE YEAR EVENT:**

**6/18/2009**



**P.O. Box 958**

**WEST SPRINGFIELD, MA 01090  
413-827-4182 • [WWW.WBOA.ORG](http://WWW.WBOA.ORG)**