

## Get.....OUT..... .....There

Thursday, January 17, 2008

7:45 a.m. • Holiday Inn at Ingleside,  
I-91 Exit 15 Holyoke, MA  
(hiholyoke.com)

How many times have you found yourself reading your local newspaper and recognize the face and business name of someone you know in an article or press release? It catches you by surprise, so you read the whole piece. What is your typical response? "Wow. I'm impressed! I know her. How'd she get in the newspaper?"

On Thursday, January 17, WBOA is pleased to welcome Suzanne Boniface, owner of SMBPR of Springfield, when she will share ways to achieve such valuable P.R. exposure.

Suzanne has worked in the field of marketing, public relations and communications for over 20 years. Her specialty is speaking on the topic of public relations, especially for small businesses.

Throughout her career, she has noticed small businesses cannot afford large marketing/advertising budgets like large corporations can. What a number of small businesses



SUZANNE BONIFACE

don't do is promote themselves. Solopreneurs often don't have the time, energy or experience.

Suzanne will share with us how to get free P.R. through publications, such as local, regional and national newspapers, in order to reach our own target markets. She will talk to us about how it helps to establish credibility and assists in building a reputation for your business. While we know our products and services well, we usually need assistance in promoting ourselves! Suzanne is also interested in telling us about "social media," i.e. blogging.

Suzanne's career path includes working within various industries in both for-profit and non-profit companies including technology, banking, energy conservation, the Girl Scouts and also for a global company which serviced gas turbine engines. In her past two positions, she increased the public relations recognition by over 150%!

Suzanne has spoken locally, regionally and nationally on public relations and marketing, and her written work has been published in many national publications. She is the Chief Blogger of her blog, [www.shoutcu.wordpress.com](http://www.shoutcu.wordpress.com).

She resides in Springfield and credits her perseverance and strength in life, both professionally and personally to her mother, Rosa Angelina and to her grandmother, Lena, who will turn 105 in April and still lives at home.

Join us on January 17 for an enlightening presentation!

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

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

RESERVATIONS BY :  
**Monday, January 14th**  
*No show reservations will be billed*

## *P*RESIDENT'S MESSAGE



Are you planning on having a happy and successful new year? How much do you believe in chance? Perhaps there is a bit of luck at work in our lives but perhaps not. I

like to think I have some control over my own destiny. I get to make my own deci-

sions and choose among ALL the options available. Sometimes it works out the way I plan and sometimes it doesn't. In either case, my choosing is the action I take that allows me to learn from the experience in ways that 'just luck' would not.

So, what if we get to MAKE this year what we want and need it to be? Imagine that!

What will you make happen? What are the possibilities?

- Write out your business or marketing

plan for the year.

- Learn a new skill that will support your personal or professional goals.
- Renew your passion for the work you do.
- Adopt a Can-Do-Attitude for the year...and beyond.
- Take time for yourself.
- Map out some personal goals that you want to achieve.

CONTINUED ON PAGE 2

## CONTINUED FROM PAGE 1

- Take action with that 'thing' you've been procrastinating about for the past year.
- Become a mentor and/or a mentee.
- Create a **REALISTIC** schedule for your work and life.
- Let go of perfection.
- Hug a few trees while taking that walk you always want to take.

You get the idea. I offer two simple ways in which to make your year ahead what you want it to be.

1. Take small steps to adopt new habits and enjoy and be patient with the process.
2. ACT – not a thing will happen without taking action. Like the Nike commercials say, 'just do it'.

"Happiness is not something ready made. It comes from your own actions." Dalai Lama

I support you in making the year ahead filled with great peace, joy and happiness.

*Linda*

LINDA McDONALD, PRESIDENT

## *New Members*

- **Tara Tetreault**, Owner  
Jackson & Connor, LLC  
150 Main Street, Thornes Marketplace  
2nd Floor  
Northampton, MA 01060  
(cell) 917-648-8911  
taratetreault@hotmail.com  
www.jacksonandconnor.com
- Jackson & Connor is a men's clothing, accessories and footwear boutique located in the heart of Northampton. We specialize in casual and casual dress attire for men looking to differentiate themselves from the pack without alienating themselves from the world.

- **Dr. Sue Keller**  
Strong and Healthy Smiles  
40 Main Street, Ste 204  
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drsue@strongandhealthysmiles.com  
www.strongandhealthysmiles.com
- Professional general and cosmetic dental practice. Focus on sedation dentistry for anxious patients or busy people who want to eliminate numerous visits and accomplish many treatments all at once.

- **Christine Burns**  
Clowntique  
413-538-9492 (Ph/fax)  
clowntique@yahoo.com
- The WBOA welcomes back Christine Burns of Clowntique!

## *Five Ways* TO MAKE YOUR NEW YEAR'S RESOLUTION(S) MORE SUCCESSFUL

Let's use an example of weight loss – chances are, this is not the first year you've had this as your resolution. So if the definition of insanity is to do the same thing over and over and expect a different result, then what can you do this year to make it different?

1. Be Specific
2. Be Realistic
3. Have a Recovery Plan
4. Find a Buddy
5. Use Support Systems

### Be Specific

So often, we fail to keep our goals because we don't actually define them. For example, saying "I am going to lose weight and be healthy in 2008" will not get you very far. Stating, and writing down something like "I will lose 30 lbs. by June 1st, walk 2 miles three times a week and go to the gym for ½ hour twice a week" is much more likely to get you concrete results.

### Be Realistic

Expecting drastic results overnight usually leads to frustration, disappointment, and giving up quickly. Know that most habits develop over time, and changing them to healthy behaviors will take time too. For example, losing those 30 lbs. and dropping a couple dress sizes is completely doable, but expecting it to happen in 2 weeks just by cutting back on eating white bread isn't exactly realistic. Baby steps are the key. If you know what the main objective is, then break it down into small, manageable pieces you can work on every day, you are much more likely to succeed. The concept to keep in

mind is "Just for today" – what can I do, that will move me that much closer to my goal today?

### Have a Recovery Plan

If you try to do too much all at once, or "fall off the wagon," accept that you have learned something, and get back on track. Beating yourself up won't accomplish anything except making you frustrated and thinking you won't ever reach your goal (but we know you will!). A little slip is only the end of the line if you stop working – you don't have to wait until the next New Year to keep your resolution.

### Find a Buddy

This is very important – have someone who will hold you accountable. If they have the same goal you do, it can be mutually beneficial to work together toward it. For instance, if you both want to walk 1 mile 3 times a week, it is easier to get out of bed on dark mornings if you know she will be waiting for you on the corner. It is also good to have someone you can call if you are feeling a little weak, who can ask "will this help you toward your goal?" Having someone to talk to is invaluable to help keep you on track and from feeling alone in striving to reach your goal.

### Use Support Systems

Not everything will work for everyone – sometimes you need to try different things to see what will work for you. Find different experts in the areas where you need help and support – whether it is a nutritionist or dietician, personal trainer, Weight Watchers or Jenny Craig, a Psychotherapist, Hyp-



*Happy Shoppers at the December Tabletop Show -*PHOTOGRAPHY BY SUZANNE LAROCQUE



notherapist, or any other resource you may need. The main thing is that if you reach out for help beyond yourself, you stand a much better chance for success.

In my practice, I work with these 5 principles every day. I help my clients identify clear, specific and realistic goals, help them stay on track, and, using Hypnosis, support them in their efforts to effect lasting change. Hypnosis works by helping your subconscious work with you to achieve your goals. It identifies what blocks you (sometimes they are not consciously known), and resolves it on the most fundamental level. Hypnosis works beautifully with other support systems to make your goals, such as dieting, exercise, and visualization, infinitely more successful — because not only are you what you eat, you are what you think! Whatever the plan and support system you may choose, I wish you success in 2008, and brand-new resolutions for 2009!

*Kat Lovell is a Certified Hypnotherapist and owner of Create Your Change Hypnotherapy in Northampton, MA, and a current WBOA Board member. She has a general hypnosis practice, with a specialization working with women and weight, hypnosis for fertility, and is a Certified HypnoBirthing Childbirth Educator. Her 2008 resolution is to become her "own best advertising" for her weight management clients.*



*Last Minute Shopping at the December Tabletop Show -PHOTOGRAPHY BY SUZANNE LAROCQUE*

## HOW DO YOU GIVE A TALK PEOPLE TALK ABOUT?

How do you give a talk people talk about? In the next 3 editions, *Sasha ZeBryk* of *SashaSpeaks Seminars* will offer 3 tips to polish and pump up any speaking opportunity, so that people will remember you.. Sasha is the author *93 Ways to Hook 'em, Book 'em & Keep em, Introduce Yourself in Technicolor* and *NetWork the Room like a PRO!*

1. Start preparation for your talk asking yourself three sets of questions.

1. Who is my audience? What do they have in common? (Age, gender, culture, education.) What do they already know about my topic?  
2. What questions in their minds do I need to answer?  
3. How long will I speak? Your answers will help you choose appropriate examples, quotes, ways to interact and level of sophistication.

2. Clarify your PREMISE and it will set you FREE. Your premise is the

audience's major take-away. The clearer your premise, the more focused your talk. The more focused your talk, the less you'll be scattered and fuzzy. **Write it in one sentence.** If you can't explain your premise in a short sentence, you haven't yet thought through WHY you're speaking.

**Examples:**

- To show small business owners how to avoid the top 3 mistakes when buying health insurance.
- To persuade each audience member that in selling, the first sale is always to yourself.

**"SASHASEZ: 75 TO 90% OF FEAR COMES FROM TOO LATE A START AND TOO RUSHED A PREPARATION."**

3. Jot down ideas as soon as you get an offer to speak. "Once begun is half done." Keep a notebook and write down ideas that come to you during the day, in the shower, reading, or while shopping. Collect more material than you'll need. These ideas will become anecdotes, stories and examples. You won't remember them all if you don't get them down immediately. Just the practice of jotting ideas down will release pressure and help your brain to percolate and generate new ideas. *SashaSez: 75 to 90% of fear comes from too late a start and too rushed a preparation.*

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# 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@am-designworks.com](mailto:allison@am-designworks.com), to learn about the advertising options that are available to you!

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

## CALENDAR OF Events

### TUESDAY, JANUARY 15, 2008

6:30 p.m.

Free Seminar • Freda Brown

How to Avoid the Financial Pitfalls of Divorce

#1 Not Exploring All Options; #2 Not Identifying all Property; #3 Not Identifying Tax Consequences; #4 Not Understanding the Retirement; #5 Failing to Project the Settlement

Chicopee Public Library

•Also on Wednesday, February 6, 7:00 p.m.  
-West Springfield Public Library

### TUESDAY, FEBRUARY 5, 2008

9:00 a.m.

Web Seminar • Amy Grabowski

The first Tuesday of each month a 9 am there is a web seminar on "What QuickBooks can do for you". Visit [www.fiscal-training.com](http://www.fiscal-training.com) to register.

### MEMBER NEWS

Victoria J. Owen, President of Owen Employee Benefit Strategies, LLC of Wilbraham, was recently recognized as a Partner in Philanthropy by the Association of Fundraising Professionals on National Philanthropy Day, now in its 22nd year of recognizing people and the impact they have made in their community. Victoria was recognized for her philanthropic contributions to the Girl Scouts of Pioneer Valley.

## MEMBER SPOTLIGHT

### KIMBERLY L. STEVENS

*Law Office of Kimberly L. Stevens*

The Law Office of Kimberly L. Stevens just celebrated its one year anniversary, and Kimberly has been a member of the WBOA for three months.

Kimberly says the most challenging aspect of her profession is "finding the best way to apply existing laws and regulations to each individual's unique situation." When clients work with Kimberly, they can expect the utmost personal attention. "I handle each case as if it were my own, paying great attention to details and "the little things." These days, I often feel that customer service is being forgotten and I strive to operate in a manner that my clients never feel that way."

In the year ahead Kimberly would like to continue to interact with the women of the WBOA and support the other members of the group, growing her business with the relationships she has developed.

### ANN HOLLAND

*OD Specialist and Leadership Coach*

Ann Holland has just begun her business as an OD Specialist and Leadership Coach and has been a member of the WBOA for three months.

The most challenging aspect of Ann's business at this point is "getting off the ground and establishing an awareness of [her] new business." When customers work with Ann, they gain "support, guidance, and expertise regarding organizational development opportunities, especially, in the areas of management and leadership development."

In the year

ahead, Ann's goal is to establish her business, create awareness, and develop a reputation as a results-producing consultant. The WBOA can help Ann achieve her goals this year by continuing to offer educational programs and opportunities to network.

### INGRID BREDENBERG

*Bredenberg Associates*

Ingrid Bredenberg has been in business as Bredenberg Associates for nineteen years and a member of the WBOA for eight years. Ingrid says that the most challenging part of her business is having balance with her work and personal life. She has learned to delegate work and set up systems to make herself more efficient and play to her strengths.

When clients work with Ingrid, they can benefit from her experience and expertise. "For 20 years we have been working with leaders and teams, helping them work together better with strategic visioning, effective communications and aligned actions. We bring a unique blend of proven approaches and tools that encourage creativity, collaboration

### BUILD YOUR BUSINESS FROM THE INSIDE OUT



What are you doing that sabotages the success you want in your business?

What if you could succeed with 'ease'? Would you want that?

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and capacity-building in government, healthcare and non-profit organizations. Our strategic coaching and high-impact training provides leaders with creative solutions to organization and workforce dilemmas.”

In the year ahead, Ingrid hopes to “lay a foundation for a culture of trust and accountability at the NYS Office of Health Insurance Programs, in the process of reforming Medicaid to eventually provide universal healthcare to all New Yorkers. [She] will be working with leaders and their teams to develop a shared vision, common language and stellar customer service.” She also plans to develop a curriculum for health coaches to be presented through NY Open Center.

In the year to come, Ingrid would like the women of the WBOA to help her celebrate twenty years in business! She also hopes to receive referrals to leaders who are setting strategic direction for their organizations.

#### **JOANNE ATTARDI** *Nuts 4 Nuts, LLC*

Joanne Attardi is the Founder and CEO of Nuts 4 Nuts LLC and has been in business for ten years. She has been a member of the WBOA for nine years.

Joanne says the most challenging part of her business is being a “solopreneur.” “Being a solopreneur means doing it all myself. So, with my own recipes, I do all the baking, marketing, speaking, PR, trade show details, etc. The challenge is balancing it all!”

When customers buy a bag of Joanne’s nuts they enjoy “the absolute healthiest, tastiest BAKED nuts anyone makes and great customer service!”

In the year ahead, Joanne would like to continue to grow Nuts 4 Nuts, LLC nationally and increase wholesale business to more large markets. You can currently find Nuts 4 Nuts in Whole Foods, Big Y, Fresh Acres, Table & Vine, Highland Park and others.

The women of the WBOA can support Joanne in her business in 2008 by sending her solid referrals to large market chains, trade shows, speaking opportunities to high school and college students, and businesses for fundraising.

#### **FREDA BROWN** *Divorce Financial Services*

Freda Brown of Divorce Financial Services has been in business for four years and a member of the WBOA for two years.

The most challenging aspect of business for Freda is raising awareness of her business and “getting the word out that there is a profession called certified divorce financial analysts.” When clients work with Freda, they can take away “peace of mind that they have explored all their options for a settlement in their divorce and can make an educated decision as to their financial outcome.” They will be forced to “[look] at their financial future and not just what appears to be equitable today.” Freda is there to “[help] them to make educated choices during this highly emotional time in their lives.”

Freda’s goal for the coming year is to develop name recognition for her business. She would also like to promote collaborative divorce as a kinder, friendlier and more effective means of getting a divorce.

This year, the women of the WBOA can help Freda build her business by listening

for friends and acquaintances who mention divorce, and mention her name as a better alternative to a litigating attorney.

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## **WBOA WOULD LIKE TO**

**SPOTLIGHT YOU** as a member, but first we need you to answer a few questions!

If you would like to have your business spotlighted in the WBOA newsletter, please contact the newsletter chair, Freda Brown by email at [FREKEV@aol.com](mailto:FREKEV@aol.com) to complete a brief questionnaire.

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## **ARCH PROGRAM DONATIONS.....**

On Friday, December 21, Allison Biggs and Karen Cardoza delivered two large boxes of items that Allison collected from our members’ donations, to the YWCA in Springfield for the ARCH Program women’s shelter. Included in the boxes were small bottles of toiletries, used cellphones with chargers and miscellaneous items. They were very pleased to receive our donations! Thanks to all of you who donated.

The WBOA will continue to collect travel sized, unused toiletry products, new women’s undergarments and sleepwear, along with functional cell phones with their chargers to be donated to the YWCA of Springfield’s ARCH program. The ARCH program (Abuse and Rape Crisis Hotline), provides these items for use at local domestic violence shelters. 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@am-designworks.com](mailto:allison@am-designworks.com).

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## EMAIL: THE *Beautiful* AND THE BEASTLY

By Ann Latham

Email is amazing, essential and wonderful. Unfortunately, it can waste as much time as it saves. These simple tips will save you tremendous time as well as that of others.

### Do not send email when:

- You are upset

Don't even write it while upset. You'll just waste a lot of time. I recommend a walk or other form of exercise instead. If you do write email while upset, wait 24 hours and then read it carefully before sending.

- The message will be long, complicated, or filled with options

A long, complicated, option-packed email will likely just cause confusion. A phone call first to provide explanation, determine interest and understanding, and narrow the focus will likely save you significant time in writing the original message, not to mention the many subsequent

go-arounds you would likely trigger

- Time is of the essence

Email can be incredibly fast but can leave you in a pickle if the other person isn't sitting at their desk ready to respond. Not only are you stuck waiting, but sometimes the non-response forces you to change plans entirely, often with awkward ramifications when the response finally comes way too late.

- The subject matter is delicate and personal

Email can be easily misunderstood, re-read far too many times, and forwarded to others. Face-to-face, or even phone conversations, are less likely to cause misunderstandings, can not be replayed, and don't leave the room perfectly preserved.

- You need something from the recipient but aren't exactly sure what

If you have a specific need and can communicate that need clearly, email may be the best choice. But if you are not sure what you need, call first to sort out the possibilities. This will save both of you a lot of time and effort.

- The recipient prefers phone calls

When dealing with customers in particular, respect their preferred mode of communication. If they email readily, by all means use email (unless one of the above applies). But if they seem to prefer the phone, use the phone.

### Send email when:

- You believe communication can be completed in one round trip

In other words, you expect to send one message and receive one response. As a matter of fact, if you write your messages with this in mind, you will

write a better message.

- The message includes exacting or critical detail

When precision is important, email allows you to lay out the detail or pick and choose your words carefully. It allows two parties to see and discuss the exact same thing. Subsequent discussions, however, are probably most effective by phone or in person.

- The other party needs information or a record of something

The biggest danger in this situation is in overdoing the communication. It is safe and easy to copy everyone "just in case" but the wasted effort compounds just as easily.

- You have something you know another person needs, perhaps right away

Ah, this is the perfect use for amazing and wonderful email!

*Ann Latham is President of Uncommon Clarity, Inc., a firm that helps executives and business owners improve the strategies and systems that provide a winning focus, productive people, reliable processes, and happy customers. For more information or to sign up for Ann's free newsletter, please visit [www.uncommonclarity.com](http://www.uncommonclarity.com) or call 413-527-3737.*

*Mark* YOUR CALENDARS .....

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

1/17, 2/21, 3/20, 4/17, 5/15

WOMAN OF THE YEAR EVENING EVENT  
JUNE 19, 2008

*wboa*

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## 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 31.