



July 2010

Litchfield County Women's Network
P.O. Box 103 • Colebrook, CT 06021

"ALL WE DO IS NETWORK"

PRESIDENT'S LETTER

My honey and I went on a New England safari last Saturday. On a ride from Winchester to Goshen we saw a fox, a fawn (still with spots), a raccoon, and a bunch of frogs. Then on the ride back we saw two more foxes, a deer, some more frogs, and an opossum. We were really happy to have had the opportunity to see so many of our furry and amphibious friends in one short car ride.

The whole scenario reminded me of two things. One is that I love being surrounded by nature; it rejuvenates me. And second, even if I don't want to do something, some times I just have to take the leap and do it anyways. You see, I originally did not want to take the ride to Goshen, but in the end was happy I did.

This lesson of "going for it anyways" seems to be a theme for me lately, as a similar situation occurred a few weeks ago. As many of you know I started running (ok it's more like a jog) with our Vice President, Jenny Drescher, about a year ago and we were on the fence about running the Litchfield Hills Road Race this year. We'd say "We can do it. Let's sign up!" then later we'd say "Hmm, I'm not sure about that 7.1 miles, maybe next year?" We had this indecisiveness for a while before we finally said "What's the worst that can happen? We walk some of it?" and we decided we were ok with that potential scenario and registered for the race.

Fast forward to race day. Both of us had a mixture of nervousness and excited energy as we started the run among 1549 people. The view from the back of the pack was breath-taking and quite emotional. Seeing all those people running in unison (like a school of fish) creating a fluid rainbow of colors and knowing that we were a part of something much bigger than ourselves just about had me in tears. We both finished the race with better times than we had anticipated and left there saying "WhooHoo! We did it! I am so proud of us that we took the leap and just did it."

To confirm this lesson which I'm in the midst of learning, I received a "Note from the Universe" (Mike Dooley / www.tut.com) today stating "One of life's great ironies, is that very often the "stuff" you're trying to avoid right now is the same "stuff" you're going to miss most once you move on. You know...like challenges, responsibilities and boredom."

That note was right on. Don't worry about regrets or "what-ifs," just go for it. The outcome doesn't matter; it's that the action was taken. Plus, the adventures will make for fantastic stories in the future.

So the next time you feel a twinge in your tummy or your mind saying "I'm not sure I can do this," take a deep breath, visualize yourself accomplishing the goal, and go for it. You have a wealth of friends within LCWN available to support, nudge and encourage you. Just ask them to.

Enjoy, Express, Embrace...Yourself

Chana



"Work joyfully and peacefully, knowing that right thoughts and right efforts inevitably bring about right results." - James Allen



"You may be disappointed if you fail, but you are doomed if you don't try." - Beverly Sills

INSIDE

Table with 2 columns: Category and Page Number. Includes: MISCELLANEOUS 2, JULY MEETING INFO 3, MEMBER IN THE SPOTLIGHT 4, LCWN BOARD CONTACT INFO 4, BUSINESS TIPS 5

THANK YOU ~ THANK YOU ~ THANK YOU

Rahna Bartholemess of Beacon Marketing. What a wealth of information you brought to us. Some comments included:

- Dynamic, insightful, relevant, warm, alive! Great.
Very easy to understand-succinct, clear, easy to follow, thought-provoking





Please watch your mail/email for your Renewal Invoices.

Also, anyone interested in becoming the Treasurer of LCWN, please contact Chana or Natalie. Natalie would like to be able to step down as Treasurer in September (if at all possible) and be able to focus more on the Newsletter.



## BIRTHDAY GIRL

Jenna Bashore · Susan Carroll  
 Donna Robideau · Pam Sangster  
 Lissa Jennings · Gay Schempp  
 Corinne Johnson · Catherine Lavoie

### Summer Pleasures

- ♦ A good read on the beach
- ♦ A softly colored sunset
- ♦ The taste of a fresh peach
- ♦ Children's laughter as they build a sand castle
- ♦ The smell of coconut oil
  - ♦ Boiled lobsters
- ♦ Singing along to the radio and knowing all the words
  - ♦ Fluffy white towels
  - ♦ Fireflies
- ♦ Geraniums on a windowsill
- ♦ Friends with whom you enjoy all of the above

Thank you to all who contributed to and purchased tickets for our June raffle. We raised \$128 for the LCWN Scholarship Fund bringing the total raised this year to \$909!!!



**Goal: \$1000**

July 2010	\$
June 2010	\$128
May 2010	\$111
April 2010	\$0
March 2010	\$93
February 2010	\$82
January 2010	\$117
December 2009	\$75
November 2009	\$60
October 2009	\$52
September 2009	\$191

### Our June Meeting Guests

Barbara Douglas · Meg McGinn · Pam Brehm  
 Marilyn Jablonski · Elsie Melina  
 Danielle Delisle · Ellen Cartledge

We were so happy to have you join us.

### Congratulations to our Scholarship Winners!

Carey Hock is from Torrington and studying to be a nurse.

Suzanne Bristol is perusing an education in Deaf Studies and plans to be an Interpreter for the Hearing Impaired. Great job ladies!!!

A strong person and a waterfall always channel their own path. ~Unknown

### JULY TABLETOP SHOWCASE

Ginger Balch  
 ~In Sheep's Clothing~

### Independence Day

J  
u  
l  
y  
4th

1776

### MARK YOUR CALENDARS...

July Meeting: Wednesday, July 21 at Rock Hall Bed and Breakfast in Colebrook. We hope you can join us for an evening of "fun" networking. You never know what "treasures" may come your way at an LCWN Meeting!

We need a minimum of 20 people at this meeting. We promise to make it a very entertaining and interesting evening...

There is no meeting in August. Our Annual Meeting will be held in September. TBA



# July 2010 Meeting Information

Wednesday, July 21, 2010 5:30 PM

Register Online: [register@lcwn.com](mailto:register@lcwn.com)

Registration Deadline: Wednesday, July 14

Rock Hall · 19 Rock Hall Road · Colebrook

(860) 379-2230 · [www.19rockhallroad.com](http://www.19rockhallroad.com)

Members: \$25

Guests: \$35 (& late registers)

Dinner this evening will be a variety of finger foods including a fruit and cheese platter, orzo with dill, demi-dogs with buns, cumin rubbed chicken, caponata, green salad with house dressing,

dessert, coffee/tea and complimentary wine:

© Karen Faulkner

The Program:

A fun-filled, relaxed Networking meeting with lots of laughs built in!

We have been issued a challenge... 20 attendees... Why not bring a guest?

(for more information visit our website: [www.lcwn.com](http://www.lcwn.com))

Register ONLINE at [register@lcwn.com](mailto:register@lcwn.com) by Wednesday, July 14th

Payments may be mailed to: LCWN ~ Meetings Registration ~ P.O. Box 103 ~ Colebrook, CT 06021

Next Board Meeting date July 30th, 2010 6pm @ Natalie's in Thomaston.

Feel free to join us. We need more involvement from our membership.

If you can assist in ANY way, it would be greatly appreciated!

## JULY MEMBER IN THE SPOTLIGHT



**Name:** Chana M. Monahan

**Type of Business:** Graphic and Website Design

**How I got started:** By complete accident! OK boredom actually. I had moved down to Meriden with my new boyfriend (now my husband) and had taken a job through a temp agency to work in an office at a pharmaceutical manufacturing company. In my interview I told them I knew how to use a computer – when I did not – and convinced them it was a good idea to hire a young 19 year old to help in the office! Time passed, I had been successfully finagling my way around a computer and one day found myself all caught up with my work. Bored, I decided to try and re-create some brochures they had laying around...and thus the start of my graphic design career. Years later, still with the same company, I tried my hand at building a website for them and was victorious. I eventually decided to go to NCCC in Winsted to be sure what I knew was correct and in doing so the experience opened up a new realm of design for me. I left my job.

**Most fun of the job:** The moments when the client looks at what I created for them and says “WOW! That is even better than what I had expected. Thank you!” Also, helping people understand graphic / website lingo and the process so they feel confident in communicating in these areas; is very rewarding for me. I like teaching what I know. I love having a design flow out of me without having much “thought” about it. Having fun is just an added bonus, like working in my pajamas!

**Recent accomplishments:** Oh gosh, there have been so many lately! Running the LHRR (7.1 miles) for the first time, obtaining my Competent Communicator designation in my Toastmasters Club, learning that fear and doubts are truly only in my head, and I’ve taken the first step in overcoming the fear of taking my business to the next level by joining a mastermind group. My world is moving, growing and expanding by leaps and bounds. I cannot wait to see what happens next!

**One thing I would give away if I could:** A blanket of complete protection to all of nature and mother earth herself from all harmful and disrespectful actions by humans. It baffles me how so many seemingly care so little about other living creatures and the place we call “home.” I wish I could enlighten all those people to see the world differently - with love and compassion for it.

**Best advice:** Be grateful for all you have and even for what you don’t. Gratitude will always raise your energetic vibration and attract positive people and opportunities into your life. Remember things we perceive as bad or unwanted – are usually what we need the most!

**How to get in touch:** Send an email to: [smf@mygreengraphics.com](mailto:smf@mygreengraphics.com) or call me at (860) 379-2974

### 2009-2010 LCWN Board

President.....Chana Monahan..... (860) 379-2974.....[smf@mygreengraphics.com](mailto:smf@mygreengraphics.com)

Vice President .....Jenny Drescher.....(860) 716-0314.....[drescherja@gmail.com](mailto:drescherja@gmail.com)

Secretary.....Pat Shelesky.....(860) 480-9444.....[patshelesky@sbcglobal.net](mailto:patshelesky@sbcglobal.net)

Treasurer & Newsletter.....Natalie Clark.....(860) 373-3115.....[qtinat@gmail.com](mailto:qtinat@gmail.com)

Newsletter Info & Membership Co-Chair..Corrine Johnson..(860) 868-1056.....[stargazer4492@charter.net](mailto:stargazer4492@charter.net)

Membership.....Elaine Gross.....(860) 000-0000.....[EGross@burnsbrooksmcneil.com](mailto:EGross@burnsbrooksmcneil.com)

Meetings.....Jacqueline Kane.....(860) 307-0232.....[jkane20@charter.net](mailto:jkane20@charter.net)

Meetings Co-Chair.....Lissa Jennings.....(203)525-687.....[lissa.jennings@snet.net](mailto:lissa.jennings@snet.net)

Publicity .....Tara Linberg-Stevens.....(860) 444-7192.....[candybouquet6530@gmail.com](mailto:candybouquet6530@gmail.com)

***THANK YOU LADIES FOR STEPPING UP AND JOINING THE BOARD!!!!!!!***

Thanks to Pat Shelesky for being our meeting photographer at the June 2010 meeting.

To view our online album of photos visit [http://www.lcwn.com/images/slideshows/LCWN\\_June10/index.html](http://www.lcwn.com/images/slideshows/LCWN_June10/index.html)

by Kendall Summerhawk (via e-news January 26, 2010)

[www.kendallsummerhawk.com](http://www.kendallsummerhawk.com)

### How To Find Time To Market Your Business

The real challenge for the woman entrepreneur isn't how to deliver a great service but how to find time to market. Most gals prefer to yak on the phone with friends, answer email, wash the dog or run the kids around to soccer practice instead of marketing their business.

Unfortunately, avoiding marketing only leads to feeling guilty or overwhelmed. Or worse, feeling downright scared because you're cash flow is shriveling up.

If you're being totally honest you have to admit that the reason you don't seem to find time to market is because you're either not sure what the best way is to market your business, you don't want to feel pushy or inauthentic, you're not sure where to start or you're afraid that it won't work and you'll have failed.

If any of these reasons are true for you then let me start by reassuring you about something:

#### **You are awesome, amazing and incredible.**

Plus, I firmly believe that you wouldn't have the desire to be an entrepreneur if you didn't also have the ability to successfully market your business.

All you need is to have the right system that works for you and your style, so you know what to do and when to do it, which will instantly give you a shot of self confidence.

#### **Let me share how I find the time and the confidence to market, even during the busiest of weeks, with these simple tips.**

##### Tip #1 Stop Second Guessing Yourself

If you're afflicted with the "not good enough" syndrome then it's time to stop. Self-doubt and fear aren't truth; they're old ways of thinking that no longer serve you. If you're serious about serving others through a successful business then it's time to focus on your gifts and the love you have for helping others. Do that and you won't have time or energy for self-doubt.

##### Tip #2 Start Using Your Calendar The Way Highly Successful Entrepreneurs Do

How much time you have to invest in your business isn't as critical as how you spend that time. Millionaire entrepreneurs use a simple technique called Time Blocking to make sure they have regular, consistent time built in to their day for marketing and business building activities.

I recommend scheduling a "marketing appointment" in your daily planner. Even if you only have 15 minutes you'll be surprised at what you can get done.

##### Tip #3 Set Small Goals For Success

Break your marketing tasks down into small, specific activities and always assign a number to each activity. For example: On Monday your goal is to write five follow up thank you cards and mail them out. Tuesday's goal is to call three potential clients. On Wednesday your goal is to attend a networking meeting, then follow up with each prospective client you meet with a thank you card, mailed that same day. Celebrate every action you take so you feel energized to do more.

##### Tip #4 Calculate The Pay Off

I bet that if you calculate how much money is at stake by marketing your business you'll instantly make it a priority. Here's a simple formula I use:

- Estimate how many clients you want this year
- Then multiply by the amount of income each client brings to you
- Now multiple that number by three (this represents an estimate of the number of referrals satisfied clients will refer to you).

What's your total? More importantly, what would having that amount of money mean for you in your life or business? How would this money impact your family or help you do the things that are most important for you?

##### Think Of Marketing As Connecting And Serving Others

Women entrepreneurs love to help, to serve and to make a difference for others. If you approach marketing as simply a way of fulfilling these values that are so important for you, you'll find that marketing isn't something you avoid but becomes something you do each day with meaning and purpose.