

# Southeastern Connecticut WOMEN'S NETWORK NEWS



Volume 32, Number 11, September 2019

## Upcoming Programs **September 2019 Luncheon**

### October 16

**Anne DiFrancesco —  
Marketing Business Advisor**

Anne DiFrancesco is a marketing professional from New Canaan, CT. She is the recent past director of A&M Studios, Inc., which she operated as a full-service advertising design studio.



Anne's 20+ years of marketing experience helps small business  
*continued on page 4*

### **Network at Night (N@N) Returns — October 3, 6-8 pm**

The SECT Women's Network is launching a return to our Network at Night (N@N) series with a new twist: guest speakers! You'll learn some valuable business-related topics AND have a great time networking. We are excited to partner with Core Plus Federal Credit Union for this premier event on **October 3rd, 6-8 pm**, at CorePlus FCU, 202 Salem Turnpike, Norwich, CT.

**Steve Porcaro: Networking for Success: How to Make LinkedIn Work for You**

Over the last few months, LinkedIn has implemented many new features and policies that have impacted our use. As these new systems continue to roll out, we need to hone our so-



### **Perfecting Your Network Speech: How to be remembered from one networking event to the next.**

**Join us** Wednesday, **September 18**, 11:30 am at Langley's Restaurant at Great Neck Country Club for our monthly luncheon meeting.

Bridget K. Brown will conduct an interactive mini-workshop from which you will leave with the beginnings of a more interesting way to answer the eternal question: "What do you do?" that is powerful and, more importantly, memorable!



Known as the "Geek Translator", C-suites, HR teams, sales teams  
*Continued on page 2*

cial media networking skills to stay sharp.

During this presentation, Steve will share his 10 years' worth of experience, tips and best practices with you on how to overcome these minor obstacles and stay focused on using LinkedIn to network and grow your business, build your team, or transition to a new career.

#### **Come and learn:**

- The power of your LinkedIn profile
- The best way to build relationships using groups
- Common networking do's and don'ts
- Develop your referral network plan
- LinkedIn success stories
- And more

Network attendees should arrive at **Langley's Restaurant** in Waterford at 11:30 am for registration and networking, lunch at 12 noon. The public is welcome. **Reservations are required.**

**All attendees: please make your reservations** or cancellations for the **September 18** luncheon online 24/7 **by 12 midnight, Sunday, September 15.** [www.sectwomensnetwork.org/events](http://www.sectwomensnetwork.org/events)

Cash or checks for **\$25** made out to the Women's Network will be collected at the door. **Reservations after 12 midnight on Sunday will pay \$30. Reservation no-shows and late cancellations will be billed.**

Networking using social media (LinkedIn) gives us a tremendous opportunity to communicate with colleagues, customers, and prospects. It allows us to create and use our personal brand and helps us spread our message in a stress-free and informal way.

During this interactive presentation, you'll come away with at least one idea or action that you can use right away to increase your networking success. This presentation is ideal for networkers, business owners, managers, customer service teams, and sales people who depend on the ability to effectively communicate and quickly connect with people using social media. ■

**Bridget K. Brown**...from page 1 and entrepreneurs hire Bridget K. Brown to increase their expertise and the skills of their employees in making the complex clear in the stories they tell themselves and others. She is a public speaking, storytelling coach and master facilitator who has worked for three different Fortune 500 companies including Monsanto and a small beer company called Anheuser-Busch. She has trained at the Alan Alda Center for Communicating Science at Stony Brook University, is a former Adjunct Instructor in the School of Engineering and Applied Science at Washington University in St Louis where she taught Public Speaking, and has coached three TEDx talks.

Bridget is the owner of StoryMatters, LLC, a communications training company which focuses on uncovering the powerful stories which create organizational connection and the hidden stories which create bias and disconnection.

She is a Certified Applied Improvisation Instructor and a member of the Southeastern Connecticut Women's Network. ■

## Member Benefits



The SECT Women's Network provides great value to its members!

**As a Network member you may:**

- **Attend and enjoy** a deliciously prepared lunch at monthly meetings in an uplifting atmosphere for a very reasonable luncheon fee.
- **Take advantage** of the dynamic speaker program at the monthly luncheons that provides valuable information, networking and entertainment.
- **Choose** to attend Network Mastermind Group meetings – be mentored

and mentor others.

- **Display** marketing materials on the member marketing table at the monthly luncheons.
- **Enter** our monthly luncheon drawings to win free advertising.
- **Receive** our monthly newsletter.
- **Be listed** in the Network Directory and gain "Featured Member" exposure.
- **Increase** business with affordable advertising and marketing opportunities.
- **Connect** with others on a personal and business level and form mentoring relationships.
- **Gain** professional skills and leadership experience.
- **Give back** to the community through supporting Safe Futures with donations of food and gifts for use by residents of both the Genesis House Women's Shelter and Phoenix House transitional housing.
- **Support** our student scholarship program. The Network awards annual scholarships to students needing financial assistance to continue their education and has helped students from each of the three local public colleges/universities: The University of Connecticut at Avery Point, Three Rivers Community College, and Eastern Connecticut State University.
- **Get involved** by volunteering on a committee and help to create the Network of the future. The Network needs your talents.
- **Enjoy a Lifetime of Fantastic Friends, Fun and Fulfillment!** ■

## Membership Renewals 2019-2020!

(for most members)

**Renew Now!** The renewal date for most members was July 1st. If you have not renewed your membership dues, your name and contact information will be removed from the online Member Directory. Please click, login and renew today. [www.sectwomensnetwork.org](http://www.sectwomensnetwork.org)

## Members on the Move

**Emma Palzere-Rae** announces that she is serving as Associate Director for Artreach, Inc., in Norwich. Artreach is a hybrid mental health and arts agency that provides arts programs to those living with mental illness. Artreach's public performances and gallery shows also bust stigma and raise awareness around mental illness and its impact in our community. [www.artreachheals.org](http://www.artreachheals.org)

Emma will also be the Development Manager at the Provincetown Tennessee Williams Theater Festival. The 14th annual festival takes place the last weekend of September. Check it out at [www.twptown.org](http://www.twptown.org).

**Deb Moshier-Dunn** invites us to Career Night - to show girls that ANY career is open to them! Looking for women in as many professions as we can to meet high school girls in a "speed dating" format at ELHS. October 17, 6pm to 8pm. Contact Soroptimist Deb at [debm0727@sbcglobal.net](mailto:debm0727@sbcglobal.net). ■

## Upload Your Avatar!

Members can upload a photo in your member profile — your very own Avatar (or profile photo)!

Another benefit of being a member is the "Featured Member" — a revolving program that shows your photo and business information.

**Instructions:** Go to website <https://sectwn.wildapricot.org> and log in. Click your name in the upper right corner which takes you to "My Profile." Once there, click on "Edit Profile." Scroll part way down after "business mobile phone" and before "send mailings to." Find "Avatar", click next to it, it should say "add" or "upload." Then the system will give you the "browse" option to select a photo on your computer. Select the photo you want.

## Mastermind Groups for Members

The concept of the Mastermind Group originated in Napoleon Hill's book "Think and Grow Rich." He defined the Mastermind principle as: "coordination of knowledge and effort by two or more people, who work toward a definite purpose in the spirit of harmony."

There is synergy of energy, commitment and excitement that participants bring to Mastermind, by supporting each other to achieve professional objectives, brainstorm ideas, and support each other with total honesty, respect and compassion. Mastermind participants act as catalysts for professional growth.

Participation in the Network Mastermind program is voluntary and free as part of your Network membership. It is an evolving program giving members an opportunity to connect and support each other more intimately in achieving personal and professional objectives.

Mastermind groups meet once a month. Pavé Group meets the second Monday of the month (time tba) in Waterford. A second Mastermind group meets on the last Wednesday of the month at 7 a.m. in Gales Ferry.

Those interested in Mastermind are encouraged to visit a group meeting, an RSVP is required.

For more information or to visit the Monday Mastermind group, please contact Judy Ricketts-White [jwhite5506@sbcglobal.net](mailto:jwhite5506@sbcglobal.net).

For information or to visit the Wednesday morning group, contact Carol Burgess [cburgess0@snet.net](mailto:cburgess0@snet.net).

*Email information to Judy Ricketts-White to be included in the upcoming newsletter, [jwhite5506@sbcglobal.net](mailto:jwhite5506@sbcglobal.net).*

## Network @ Night Looking for Hosts/Sponsors

We are looking for members (or their businesses) who would like to host or sponsor a Network @ Night evening after-hours networking event.

Hosting or sponsoring is a great way to let members and guests learn more about your products and services.

For more information contact Denise Howard at [bestwellness4you@gmail.com](mailto:bestwellness4you@gmail.com).

## Featured Business at Cameo Table

Tricia Cunningham will be showcasing the *Fairview* at the September 18, 2019 luncheon. Please stop by the table to meet Tricia and learn more about the services offered by visiting the website at [www.FairviewCT.org](http://www.FairviewCT.org).

**Renew Your Membership Now!**

Please click, login and renew today. [www.sectwomensnetwork.org](http://www.sectwomensnetwork.org)

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## New Members

**Teresa Geer**, Self-employed, Norwich, CT 06360  
Phone: 860-884-5458  
Email: [tlgeer@hotmail.com](mailto:tlgeer@hotmail.com)

Teresa retired from Pfizer in 2012 after working in the Finance department for 19 years. She is an active participant and volunteer in many City of Norwich Community events through the Norwich community Development Corporation (NCDC)/Foundry 66. She recently joined the Greater Norwich Area Chamber of Commerce (GNACC) and Pink Polka Dot Powerhouse women's networking group. Teresa enjoys being involved with organizations that celebrate communities and their development.

**Luanne Hespeler**, Integrated Dermatology & Medspa of Groton, 481 Gold Star Highway, Suite 201, Groton, CT 06339  
Phone: 860-445-8020  
Email: [Lhespeler@mydermgroup.com](mailto:Lhespeler@mydermgroup.com)  
Website: [www.integrateddermatologyofgroton.com](http://www.integrateddermatologyofgroton.com)

Luanne is a native of southeastern Connecticut and a 1984 Fitch graduate. Her passion is dermatology and Aesthetics. She practices at Integrated Dermatology & Medspa of Groton as a Physician Assistant. Luanne married her best friend John Hespeler almost thirty years ago and is blessed with three wonderful children, Tyler, Jessica and Chloe.

**Mary Whitworth**, Whitworth Real Estate, 4 Indian Hill Road, Norwich, CT 06360  
Phone: 860-222-0797  
Email: [whitworthrealestate@gmail.com](mailto:whitworthrealestate@gmail.com)

Mary is a retired Army Colonel having served 31 years on active duty in the US Army and 4 years in the US army reserve. Mary and her

husband recently relocated to her hometown of Norwich, CT and purchased some real estate. She is currently renovating a commercial building in downtown Norwich and enjoys being a part of the rejuvenation of her hometown.

**Anne DiFrancesco**...from page 1 owners achieve results with communication programs that succeed – award winning ad campaigns, web design, social and digital media campaigns, brochures, publicity and direct response. Over the years, Anne's clients have included Ace Audiovisual, Becton Dickinson, Bennett and Cole Water Treatment, The Bodine Corporation, Closet & Storage Concepts, Pamela Einarsen Photography, Hoffman Landscapes, Lipton Foods, McGoldrick Fuel, Mehl Electric Company and Mehl Communications, Mold Threads, Inc., Pitney Bowes, Sears Craftsmen, Spectro-Wilks Scientific and RE/MAX Heritage Real Estate.

Anne earned a BFA in Advertising Design from Syracuse University. She has studied at the Lorenzo di Medici Institute in Florence, Italy.

For eight years, Anne taught a class on marketing for the Women's Business Development Council in Stamford. She was also part of WBDC's Mobile Business Advisory Team for four years counseling start-ups and small businesses around the state. Since 2016, she has been an in-house counselor in the Stamford office.

Anne is a board member for EmpowerHer, Inc., an organization supporting women and girls, and also a member of the editorial advisory board for Woman2Woman magazine. ■

## August Drawings

Saralyn Kerrigan won the *Spotlight* article and Nicole Ceil won the *Resident* article.

Tricia Cunningham won the Cameo Table to showcase *Fairview*, at the September 18 luncheon.

## Grow Your Business with Network Advertising

New advertising opportunities have opened up with the creation of our new website system!

Now members can take advantage of the **new economical rates** to help **"Grow Your Business!"**

**Rates have been cut in half** for newsletter ads and website ads. All ad rates listed are for one year.

**Newsletter advertising:** \$100 small ad and \$200 large ad.

**Website advertising:** \$275 small side ad or a bottom banner; \$550 for a large side ad.

**Package deals** will still be offered when purchasing multimedia ads (i.e. newsletter & website) = 20% off.

All single ads and package deals must be prepaid.

**Members can login to view and/or purchase ads:** [www.sectwomensnetwork.org/events](http://www.sectwomensnetwork.org/events)  
Ads will be published after they are purchased.

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## \*Members Enter to Win Free Advertising

The drawing basket for free advertising will be placed at the registration table. **Members only** may place their business card in the basket for a chance to win free advertising. Attend a luncheon and enter to win! *Must be present to win.*

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## Call for 2019 Women's

### Nonprofit Event Information

If you are an employee or a member of a non-profit entity that benefits women, and wish to have a SECTWN presence at one or more of your events in 2019, we want to know. The Admin Committee is currently compiling a list of these events with the goal of identifying those which we intend to fund and open for Network attendance in 2019. The number of events selected will depend on the donation requirements and SECTWN budget.

If interested, please send your list of events to Nancy Motola at [ncmotola@pharmaregconnection.com](mailto:ncmotola@pharmaregconnection.com) and include information regarding donation requirements, date, venue, and a description of the event. **Please note** that any organization which benefits women qualifies. It does not have to be an organization exclusive to women.

## Safe Futures – Giving Basket

A purple basket will be available at the monthly luncheons to donate much-needed items for Safe Futures and their residents. **Please donate cleaning supplies...or any item listed on their wish list.** Click on link to view their entire wish list. <https://www.safefuturesct.org/giving/our-wish-list>

*Thank you for your generosity!*

**Janney**

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[Like us on Facebook](#)

## Join and Post to the Network's New Facebook Group Page

One fairly untapped member benefit is the Network Facebook Group page. We encourage you to share your business and personal news on the Network Group page. Members must post their event or information on the Network Facebook Group page themselves. If you have questions about how to post, contact Denise Howard, Publicity Chair [bestwellness4you@gmail.com](mailto:bestwellness4you@gmail.com).

**For more Network information and articles see our website: [www.sectwomensnetwork.org](http://www.sectwomensnetwork.org)**

**Copy Deadline** is the 20th of the month to appear in the next month's issue. Email copy to Editor Judy Ricketts-White at [jwhite5506@sbcbglobal.net](mailto:jwhite5506@sbcbglobal.net). The SECT Women's Network reserves the right to edit copy submitted for inclusion in the newsletter.

## Network Board Meeting Friday, September 13

The next Network Board Meeting is Friday, September 13, 8 am, at Groton Inn & Suites, 99 Gold Star Highway. All members are welcome to attend.

**All Attendees:** make reservations online for the **Wednesday, September 18, 2019 luncheon at Langley's Restaurant, Great Neck Country Club in Waterford, CT at**

[www.sectwomensnetwork.org/events](http://www.sectwomensnetwork.org/events)

**no later than 12 midnight, Sunday, September 15, Reservations are required.**

**Reservation no-shows and late cancellations will be billed.**