

 **Grand Networking Event
& 25th Anniversary Celebration**

Monday, May 12
5:30 p.m. - 9:00 p.m.
The Norwalk Inn & Conference Center
Grand Ballroom

DON'T MISS THE NETWORKING EVENT OF THE YEAR!

Keynote Speaker:
**Beth Schoenfeldt, Co-Founder of
"Ladies who Launch"**

The EWN Grand Networking Event is exactly what its name implies—a time of grand networking! You will meet dozens of other entrepreneurs, and enjoy almost four hours of networking time. You will sit at one table for your salad course, move to another table for your entrée, and finally another table for dessert and coffee. Every time you move, you will meet new people!


Tickets for pre-registered attendees are \$60 for EWN members and \$70 for non-members. There is a \$5 surcharge for all walk-ins. All attendees will receive a copy of Beth Schoenfeldt's book—*Ladies Who Launch: Embracing Entrepreneurship and Creativity as a Lifestyle*. Beth is our keynote speaker at the dinner, and is the co-founder of Ladies Who Launch (www.ladieswholaunch.com), a lifestyle- and business-focused media company that provides a social network for entrepreneurial and creative women.

We strongly recommend that you register early to guarantee a seat at a "rotating" table. While walk-in space may be available on the evening, we expect it to be very limited, and walk-in attendees are not guaranteed seating at a rotating table.

To register for the Grand Networking Event, click on this link to the EWN website: <http://www.ewn-ct.org/gne2008.htm>. This link will also bring you to information on the many—and very reasonable—sponsorship opportunities at the Event, which start as low as \$100 (including one ticket to the dinner). Information on the various sponsorship packages is also included in this newsletter. If you would like to discuss your sponsorship options with an EWN Board Member, please contact Kristin Andree at 203-402-1045 or Andrea Lacasky at 203-554-7046.

Continued on page 3...

Upcoming Events

 **Grand Networking Event
& 25th Anniversary Celebration**

Speaker: Beth Schoenfeldt, Co-Founder
of "Ladies who Launch"

Monday, May 12, 2008
5:30 p.m. – 9:00 p.m.
The Norwalk Inn & Conference Center
99 East Avenue, Norwalk, CT

See this page and page 3 for details.

Grand Networking Event Sponsorship Opportunities

For sponsorship opportunities, see
page 4 for details.

EWN Business Book Club

Wednesday, May 21, 2008
12:00 p.m. – 1:30 p.m.
Westport Library, Seminar Room,
20 Jesup Road, Westport, CT
No Charge

See page 5 for details

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CORPORATE
BUILDING RELATIONSHIPS FOR BETTER BUSINESS
www.ewn-ct.org
203-222-3404



From the President

This is it!

Do you want to attract hundreds of customers to your business?

Do you want to network with hundreds of other entrepreneurs?

Do you want to enjoy the best EWN has to offer?

Then, don't miss EWN's Grand Networking Event and 25th Anniversary Celebration—the "must attend event" of the year. Come join us on Monday, May 12, at the Norwalk Inn and Conference Center for an evening you won't soon forget.

Our keynote speaker is Beth Schoenfeldt, the dynamic co-founder of Ladies Who Launch, an organization that provides incubators for women who want to start their own businesses. You can read more about Beth and her organization in this newsletter.

Make the most of your evening by becoming a sponsor. You'll increase your prominence, plus gain recognition for your support. Sponsorship levels start at \$100 (which includes your entrance charge) and run up to \$3,500. Contact us to find out what benefits you'll receive at each level of sponsorship.

The evening includes a cocktail hour for networking; a three-course dinner, with attendees rotating tables to increase networking exposure; and opportunities to interact with entrepreneurs from Fairfield, New Haven, and Westchester Counties, even from New York City.

You can register for our Grand Networking Event, and pay for your sponsorship at our website: <http://www.ewn-ct.org/gne2008.htm>.

I hope to see all of you at this evening you will never forget!

Rita

Rita Smircich

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Members Shine at Showcase!

When we meet other entrepreneurs at EWN events throughout the year, we regularly get asked “So, what do you do?” Sometimes it can be hard to explain quite what we do...the uniqueness of our business offering...the value we bring to our clients. Sometimes there simply isn’t enough time to give people a full understanding of what we have to offer!

Well, at our sell-out Member Showcase & Open House, on Thursday, April 10—at the Norwalk Inn & Conference Center—more than 50 EWN members were able to “show and tell” to a captive audience, precisely what they do, who they do it for, and how they do it! For as little as \$45, they were able to display their products, explain their services, network with other entrepreneurs, and talk with potential clients! Aside from the more than 50 member exhibitors, we had a flow of well over 100 visitors through the exhibition.

We’d like to extend a big thank you to Carla Wales and Anne Wilkins who worked tirelessly with our VP of Membership—Kristen Rzasa—to organize, promote and manage this first combined Member Showcase & Open House!

We’d also like to thank the staff of the Norwalk Inn & Conference Center, who did everything they could to make the event as successful as possible for EWN and its members—and an enjoyable experience for guests who attended.



EWN’s Grand Networking Event & 25th Anniversary Celebration (Cont.)

Continued from page 1...

Our Keynote Speaker

Our Keynote speaker at this year’s Grand Networking Event and 25th Anniversary Celebration is Beth Schoenfeldt, the Co-Founder of Ladies Who Launch (www.ladieswholaunch.com), a lifestyle- and business-focused media company that provides a social network for entrepreneurial and creative women.



Beth is co-author of the book *Ladies Who Launch: Embracing Entrepreneurship and Creativity as a Lifestyle*. Ladies Who Launch connects women online and in-person through the Incubator program, Ladies Who Launch LIVE events in 12 cities, and through the Magazine at www.ladieswholaunch.com. Ladies Who Launch offers women ideas, inspiration, resources, and community to promote their products and services and is the first network to celebrate entrepreneurship in tandem with lifestyle. Beth provides regular commentary for the latest trends with business and women, including *Time* magazine, *Wall Street Journal*, *Cosmopolitan* and “MSNBC” and has been featured on “The Today Show,” in the *New York Times*, *ELLE*, *O: The Oprah Magazine* and *FASHION* magazine among others.

Prior to founding Ladies Who Launch, Beth launched a highly successful Learning Solutions Company, FLOinc, and developed marketing and sales programs for such organizations as Clinique, www.ibeautey.com, and American Express. Beth graduated from Texas A&M with a Bachelors Degree in Finance, and holds an MBA from Columbia University.

Sponsorship Opportunities

Grand Networking Event & 25th Anniversary Celebration

May 12, 2008

Silver Anniversary Sponsor: \$3,500

- Logo and link on EWN home page and on GNE page
- Included in press releases about event
- Sponsor of 8 tables with 8 tickets
- 5 minutes to speak to entire audience
- Logo in program guide
- Include item in event bag
- Podium signage at event

Sponsor of 10 tables: \$1,250 (savings of \$500)

- Logo and link on GNE section of Website
- Listed in program guide as sponsor
- Sponsor of 10 tables with 10 event tickets
- Direct contact with 80 people rotating to your tables
- Include item in event bag
- Hand out materials to attendees sitting at your tables

Sponsor of 5 tables: \$750 (savings of \$125)

- Logo and link on GNE section of Website
- Listed in program guide as sponsor
- Sponsor of 5 tables with 5 event tickets
- Direct contact with 40 people rotating to your tables
- Include item in event bag
- Hand out materials to attendees sitting at your tables

Decoration/Print Sponsor: \$350

- Logo and link on GNE section of Website
- Listed in program guide as sponsor
- Include item in event bag
- One event ticket

Table Sponsor: \$175

- Direct contact with 24 people rotating to your table!
- Logo and link on GNE section of Website
- Listed in program guide as sponsor
- Include item in event bag
- Hand out materials to attendees sitting at your table
- One event ticket

Napkin Sponsor: \$150

- Logo and link on GNE section of Website
- Logo on cocktail napkins to be handed out with each drink and appetizers
- Mention in program guide as sponsor
- Include item in event bag
- One event ticket

Drink Ticket Sponsor (5 sponsors): \$125

- 25 drink tickets to be passed out the evening of event at your discretion
- Logo and link on GNE section of Website
- Listed in program guide as sponsor
- Include item in event bag
- One event ticket

Bag insert: \$100

- Include item in event bag
- Listed in program guide as sponsor
- One event ticket

Create Your Own Sponsorship!

We can create a sponsorship to fit your company's needs. Just contact us at ewnct@yahoo.com or 203- 222-3404. (Cost dependent on sponsorship).

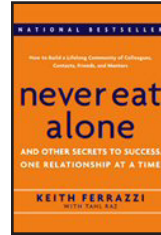
Multiple Sponsorships from above list available for discounts.



EWN Business Book Club

Wednesday, May 21

Do you want to get ahead in life? Climb the ladder to personal success? Learn the secrets to successful networking by attending the next EWN Business Book Club. The book choice for this month is *Never Eat Alone: And Other Secrets to Success, One Relationship at a Time* by Keith Ferrazzi with Tahl Raz, 309 pgs.



The secret, master networker Keith Ferrazzi claims, is reaching out to other people. In *Never Eat Alone*, Ferrazzi lays out the specific steps—and inner mindset—he uses to reach out to connect with thousands of colleagues, friends, and associates on his Rolodex, people he has helped and who have helped him.

Ferrazzi's form of connecting to the world around him is based on generosity, helping friends connect with other friends. He then distills his system of reaching out to people into practical proven principles. Among them:

- Don't keep score: It's never simply about getting what you want.
- "Ping" constantly: The ins and outs of reaching out to those in your circle of contacts.
- Never eat alone: "Invisibility" is a fate worse than failure.

Keith's insights on how to turn a conference, a meeting, or a casual contact into an extraordinary opportunity for mutual success makes for invaluable reading for people in all stages of their personal or professional lives.

Join us for a brown bag lunch discussion of this book on:

Wednesday, May 21, 2008

12:00 p.m. – 1:30 p.m.

Westport Public Library, Seminar Room

20 Jesup Road, Westport, CT

Please register for this FREE event by contacting Sharon Lucca at 203-536-7264 or selucca@mtb.com.

Welcome!

We'd like to welcome the following new members to the EWN family.

Laima Abbas

Brooke Coleman

Linda Colgan

Kim DeYoung

Deborah R Gordon

Theres Kull

Brenda Lamb

Sheila Longhi

Lynne Marino

Ashlee Nestor

Sandra Oles

Mary M Quinlan

Kimberly Rapp

Zoe Ridabock

Sandra Ruzicka

Bea Schriver

Melissa Squeo

Kristen Wrigley

Good News from our Members....

Jazzercise, the world's leading dance-fitness program, recently honored local instructor **Kristen Hallett Rzasa**—EWN's VP of Membership—with the prestigious **President's Club Award—Platinum status**. At Platinum status, Rzasa is one of the top money earners in the Jazzercise franchise operation and is in the top 100 franchises worldwide. Rzasa's sales contributed to Jazzercise, Inc.'s record \$85 million in system-wide sales in 2006-07. Rzasa, one of 11 Platinum earners in the Northeast district, has been an instructor in the Stamford area for 18 years. She recently traveled to Providence, RI to accept her award with three of her associates.

Cheryl Minardi of Arbonne International is delighted to announce the introduction of new products to their anti-aging skin care product lines. To obtain a free sample of the new products, email Cheryl at cherylminardi@yahoo.com or contact her through her website at www.cthealthandwellness.myarbonne.com

In recent months, Coach **Chris Brandt** hired **Sharon McNeal**, of **Biz4TheRestofUs**, to help her get her Quick Books up and running. In Chris' own words: "Sharon was very patient, explaining accounting and finance in a way that made sense to someone whose last accounting class was over 20 years ago! Her business knowledge clearly runs deep, and she knows just what to do to make you feel comfortable and, based on your needs, get your firm's financial infrastructure in order."

Jewelry designer Nikki Bates is featured in the April 2008 Real Estate issue of both Westport and Greenwich Magazines. Nikki's jewelry is entirely hand fabricated in high karat gold, silver, and precious gemstones and is available at select Saks Fifth Avenue stores, renowned craft shows, and boutiques.

My Time For Me and **Pam Kesselman Art Tours** (both EWN members) teamed up on Saturday April 6 to offer an exciting day in New York City. A two hour tour of the Chelsea galleries was full of information and eye opening art followed by an outstanding experience at the Chelsea market.

Certified Professional Co-Active Coach, Jane Pollak, has some good news she would like to share with fellow EWN members. She is starting a **new Coaching/Mastermind group** on Wednesday, April 9, in which three of the participants are EWN members and a fourth is married to a EWN member!

Jane has also been selected as a **Distinguished Speaker for the American Society of Interior Designers (ASID)** and will be traveling throughout the U.S. to deliver her talk "Twenty-one Results-Driven Strategies for Growing Your Business" starting in Minneapolis on April 15, then Oklahoma, South Carolina and California in the coming months.

HTG Investment Advisors, co-founded by EWN member **Jeanne Gnuse** and her husband, was unanimously voted Business of the Year by the New Canaan CT Volunteer Center for its many contributions to the New Canaan community.

Dr. Veronica A. Rynn of Cosmetic Acupuncture of Connecticut has been invited to be a member of the Honors Edition of the 2008/2009 Cambridge Who's Who Among Executives and Professionals in Chiropractic Medicine.

Mary Herrington of Herrington Consulting (www.herringtonconsulting.com) is speaking before the Norwalk Rotary on Wednesday, April 30 on "The Top 5 Low Cost/High Return Marketing Tactics."

Lynne Marino, a financial advisor at Merrill Lynch Global Wealth Management, has brought to our attention a new community service called "**Second Saturday**," which is open to anyone who wants to learn more about the process of divorce.

At each Second Saturday meeting three experts will deal with the Legal, Emotional and Financial aspects of Divorce. The expert speakers are:

Legal: Louise McGlynn, Attorney at Law, Freshman & MacGlynn LLC

Emotional: Ellen Swan, BA, MA, MS - Director of Parenting in Action, Fairfield, CT

Financial: Sandra Pope, Certified Divorce Financial Analyst and Resident Director of Merrill Lynch

During 2008, the Second Saturday meetings will be held on the following dates: April 12, May 10, June 14, July 12, August 9, September 13, October 11, November 8 and December 13. The meetings will be held from 8.30 a.m. to 12 noon at Positive Directions, 420 Post Road West, 2nd floor, Westport, CT (across from Whole Foods; formerly Wild Oats).

You must RSVP to attend a meeting by calling 877-573-5798. The cost to attend is \$45 and payment must be made to: **Soulmates LLC, PO Box 579, Wilton, CT 06897.**

Good News from our Members (cont.)....

Ronny Kaplan of Computer Training Solutions is another member who would like to share information with us regarding a non-profit community organization that she is involved in. The organization in question is the **Parent Leadership Training Institute (PLTI)**, of which Ronny has been a board member for 10 years, and is also on its executive committee.

The purpose of PLTI is to train parent leaders. This is a State of Connecticut initiative from the Commission on Children (<http://www.cga.ct.gov/coc/plti.htm>) and is designed to encourage parent involvement in their children's education and in their community, in general. The belief is that if parents are involved, they know what is best for their children and the children will do better, educationally.

The organization started in Hartford about 13 years ago, and was brought to Stamford in 1996. The organization runs several learning initiatives including:

- **PLTI:** a 20 weeks civics class for 20 - 25 adults who are interested in advocating for their children. The curriculum is set by the state and the trainers are trained by the state.
- **CLTI (Children's Leadership Training Institute):** this program runs concurrently with PLTI, and covers the same material, but on a level for the children (of the parents in the PLTI class). This program is literacy based, and each child receives a book each class.
- **ParentsSEE (Parents Seeking Educational Excellence):** a 12 week program run on 12 consecutive Wednesday evenings. Dinner and child care is provided and participation in the program is free. This course is running now—through the beginning of June—at Stamford Hospital.

Money to fund the programs is raised by grants from the state and private foundations, as well as corporate and individual donations.



Quotes.... Quotes.... Quotes....

“A successful person is one who can lay a firm foundation with the bricks that others throw at him or her.”

—David Brinkley

“Success usually comes to those who are too busy to be looking for it.”

—Henry David Thoreau

“Your most unhappy customers are your greatest source of learning.”

—Bill Gates

When I look into the future, it's so bright it burns my eyes.”

—Oprah Winfrey

“If you don't like something, change it. If you can't change it, change your attitude. Don't complain.”

—Maya Angelou

Help Wanted....

Rita Smircich, President of EWN and professional event planner, is looking for lovers of gardens.

Rita is Event Chair for the Westport Historical Society's Hidden Garden Tour Event taking place on Sunday, June 8 in Westport. Five special gardens, including a walking tour through an historical part of Westport, will be part of this event, plus a magnificent garden market and seminar on how to grow a “green garden.” Volunteers are needed to oversee gardens, answer questions and help with a variety of jobs. If you are interested in helping out, call Rita at 203-301-9024

Photo Memories of April 24 Luncheon



Stew Leonard's presentation at our April 24 luncheon brought a smile to many people's faces—not just Stew's—as he shared with attendees his down-to-earth tales of building the food retailing phenomenon that bears his name.



The April luncheon was sponsored by **Jill Foster** of **The Mortgage Arrangers**, who was also announcing the publication of her book, *Cash, Credit and Your Finances: The Teen Years*—designed to introduce teenagers to the basic concepts of personal finance, including budgeting, working with a bank, managing credit and debt, paying for a college education, and making major purchases.

Photos courtesy of Tim Coffey Photography
www.timcoffey.com

Join a Committee

Become one of the dedicated volunteers who make EWN what it is. Take the opportunity to put your talents, creativity, and ideas to work by joining one of the following committees:

Hospitality (Kim Barron, 203-384-1538; Maryanne Ducey, 203-834-8888): Provides registration and table hostesses for our events.

Luncheon Program (Nancy Collamer, 203-698-3160; Gail Shapiro, 203-834-7564): Arranges topics and finds the appropriate Monthly Luncheon speakers.

Professional Development (Amy Fink McAndrew, 203-323-889; Khorshed Randeria, 203-579-2218): Plans and coordinates Professional Development.

Morning Workshop (Tracy Persson, 203-984-1247; Nancy Follis Wilms, 203-956-7516): Plans and coordinates Morning Workshops.

Membership (Kristin Rzasa, 203-845-8856): Arranges Open Houses; available at all events to answer membership questions; prepares annual directory for printing.

Mastermind (Sharon Howell, 203-374-6109): Coordinates Mastermind groups and maintains and distributes Mastermind manual; runs Mastermind Open Houses.

External Communications (Lisa Moyles, 203-683-0500): Handles press releases for newspapers, radio, and television for all events.

Internal Communications (Anne Banks, 203-341-9488): Gathers information; compiles and produces our monthly newsletter.

Long-Range Planning (Deirdre Silberstein, 203-329-7564): Researches and recommends a plan of action, based on EWN's long-term goals.

Grand Networking Event (Andrea Lacasky, 203-554-7046): Arranges the event from start to finish, including menu, theme, speaker, location, etc.

Ways & Means (Kristin Andréé, 203-402-1045; Eniko Mikle, 203-498-3308): Researches and arranges sponsors for EWN events and programs.

Network News is the official publication of the Entrepreneurial Woman's Network (EWN). It is published monthly.

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 email attachment: pam@documentclarity.com
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To be placed on the newsletter mailing list, log on to www.ewn-ct.org. Copy deadline is the first of the month prior to publication.

Event Location: EWN events are held at the **Norwalk Inn & Conference Center** in Norwalk, CT unless otherwise stated.

Event Reservation Policy: Prepaid reservations secure your place and are required for all EWN events. Reservations for all EWN events made either by mail or on EWN's Website must be received by 5:00 p.m. three business days before the event. Payment in full must be made by check for mail-in reservations or by credit card for online reservations. Go to EWN's Website (www.ewn-ct.org) to register online, or to print out a mail-in reservation form. You must select your meal when you make your reservation. Reservations by email or phone can not be accepted.

When reservations have not been received before the event, walk-ins are accommodated on a space-available basis (unless otherwise noted) for an additional \$5.00 surcharge payable by check or cash.

Payment Policy: EWN accepts credit cards only for online reservations. Payment for mail-in reservations must be made by check. Payment for walk-ins may be made only by check or cash – not by credit card.

Refund Policy: Refunds will be made only for reservations cancelled at least 7 days prior to the event. To cancel your reservation send an email to the EWN Administrator at ewnct@yahoo.com stating the event, date, your name, phone number and the amount you paid. No refunds will be made for cancellations received after the deadline or for reservations not honored for any scheduled event. Reservations made via EWN's Website and canceled 7 days prior to an event may be credited towards a future event for no additional charge, or refunded for a \$5.00 processing charge. Reservations made by mail and canceled 7 days prior to an event will be refunded for a \$5.00 processing charge.

Event Cancellation Policy: If it is necessary for EWN to cancel an event, the cancellation will be noted on EWN's Website www.ewn-ct.org home page and EWN's voicemail at 203- 222-3404.

Directions to the Norwalk Inn & Conference Center:

From I-95 North (from New York): Take East Norwalk Exit 16. Take a left at the traffic light. Go straight for 1/4 mile. The Inn is on the right.

From I-95 south (from New Haven): Take East Norwalk Exit 16. Take a right at the traffic light. Go straight for 1/4 mile. The Inn is on the right.

From Merritt Parkway (from New York): Take Exit 39A. Take Route 7 South to I-95 North (towards New Haven). Take Exit 16. Take a left at the traffic light. Go straight for 1/4 mile. The Inn is on the right.

From Merritt Parkway (from New Haven): Take Exit 41. Take a left at end of the ramp to first traffic light. Take a left on Newtown Avenue (which becomes East Avenue). Continue for approximately 3 miles. The Inn is on the left, just past the Norwalk Green.

Reservation Form

Grand Networking Event - May 12, 2008

Cost: \$60 members; \$70 non-members
 (\$5 surcharge for all walk-ins)

Entrée Choices: Please specify with your reservation:

- | | |
|--|---|
| <input type="checkbox"/> Chicken Piccata | <input type="checkbox"/> Jumbo Stuffed Shrimp |
| <input type="checkbox"/> Filet Mignon | <input type="checkbox"/> Vegetarian Dish |

Name: _____

Business: _____

Address: _____

Phone: _____

Guest(s): _____

Total Enclosed:

You can register for an event in one of two ways:

- 1) **Mail** this form with a check (payable to EWN) to:
 EWN, P.O. Box 683, Westport, CT 06881-0683
- 2) Register on the EWN Website at www.ewn-ct.org/events.html.

Note: All reservations and payments must be received by Friday, May 2.

Additional reservation forms can be found on our Website: www.ewn-ct.org

Share Your Good News....

We want to publish your *Good News* in our newsletter.

Do you have a new client? Are you giving a speech or presentation? Are you involved in community projects and events? Have you gotten any awards? Published a new book? Best of all, have you hired an EWN member to provide services to you, worked with an EWN member on a project, or gotten a new client through an EWN member?

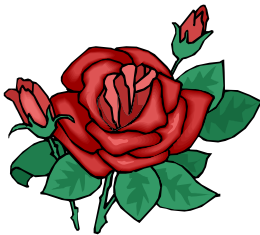
Send your Good News to newsletter editor Anne Banks at abanks@gr8communications.com.

E W N M I S S I O N S T A T E M E N T

- To develop the business talents, capabilities, leadership, and skills of entrepreneurial women.
- To provide helpful information, activities, and support that will help EWN members grow their businesses and run their businesses more effectively.
- To provide a network that fosters the willing exchange of information with other entrepreneurial women who share similar experiences.

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www.ewn-ct.org

Upcoming Events....



- | | |
|--------------------------|---|
| Monday, May 12 | Grand Networking Event & 25th Anniversary Celebration
(details on pages 1 and 3) |
| Wednesday, May 21 | Business Book Club
(details on page 5) |
| Thursday, June 5 | Monthly luncheon |