

## WOMEN'S BUSINESS NETWORK OF SOUTHEASTERN MASSACHUSETTS

Minutes: January 12, 2010 9:30 to 11:30 AM

Location: Mansfield Town Hall, 6 Park Row, Rooms 3A/B, Mansfield, MA 02048

Moderator: [Susan Finn](#), Director

9:30 to 9:45 – Informal Networking

9:45 – Introduction

- Susan opened the meeting, welcomed all attendees, reviewed the mission of WBN and introduced the [Leading Ladies](#) for 2009-2010, who help to run the WBN.

### News and Announcements

- We are very excited to announce that our outside speaker for the March 2010 meeting will be Neil Rhein from **Constant Contact University**, who will be speaking about "*The Power of Email Marketing*" – thanks to everyone who made recommendations for speakers.
- Susan circulated a sign-up sheet for a committee of volunteers to select a charity for WBN to donate to at the end of the year. It will be up to the committee to come up with guidelines and recommendations; only restriction is that it benefits women.
- We now have an ample supply of WBN Business Cards and Rack Cards, thanks to Donna Gaudette and [Copy Inks](#), who donated their design services and discounted their price for us. We will have them available at every meeting for those who need them.
- [Janine Cavanaugh](#), Associate Director, announced that we would like to open up additional spots throughout the year for WBN members, either individually or in teams, to make educational or enrichment presentations to the group, apart from our regular meeting days. Let her know if you are interested in this.
- Pure Networking: the next [WSN](#) social networking event will take place on Monday, January 18<sup>th</sup> at [Dream Dinners](#), 51 Man-Mar Drive, Plainville, MA, from 5:30 to 7:30.
- Susan acknowledged [Miep Gies](#), a courageous woman who helped to hide Anne Frank and saved her diary. Miep recently passed away at age 100.

### Sixty-Second Spots

- All attendees spoke for sixty seconds each about their businesses, and mentioned their special offers and upcoming events.
- Welcome to our new members and guests who attended:
  - New member: [Julie Baird](#), The Grade Coach
  - Guests: Joyce Parlapiano, Dale Donnelly, Janet Conroy, Charlene Cabral, Melissa Gallivan, Cathy Kligler, Karen Hyde, Yvonne LaBelle and Barbara Kitlinski.

### Acknowledgements

- Members acknowledged the excellent services of several of the WBN members/guests and their businesses.
- Congratulations to:
  - [Donna Gaudette](#), who is having a baby!
  - [Kathy Jordan](#), who was just hired by Nestle to build their Gerber business in Rhode Island by educating on child nutrition; she will still be doing her business, and her book is now for sale.

## 15 Minute Networking Break

### Member Spotlights

#### Sue Haley, [CAbi](#)

- CAbi stands for Carol Anderson by Invitation. For 25 years, Carol was a designer for Neiman Marcus and Nordstrom's in California, then began her own business. There are now 2500 CAbi consultants nationwide. Her fashions are sold exclusively through home parties, and are one-of-a-kind designs. CAbi also runs the "Heart of CAbi" foundation, which donates clothing to disadvantaged people worldwide.
- Sue went to fashion merchandising school and to Rhode Island School of Design. She was a CAbi customer, and has been selling CAbi fashions for the last 3 years. For her, the reward is helping people feel better about themselves.
- If you are in business, it is really about first impressions – how you look to others. Sue demonstrated with a model of a wrap dress, how the style itself is classic and suitable for many different body types.
- CAbi has two fashion lines a year: Spring (which begins Feb. 1 and runs through June) and Fall. The fashions run the gamut of jeans through suits. Sue brings racks of clothes to the home party; guests enjoy themselves trying them on and getting the honest feedback of their friends. The hostess receives 50% off the price of the clothing. Sue offers gift certificates, a "wish list" and does wardrobe consultation as well.
- Sue is currently offering 15% off on her wardrobe consultations, and will be having a preview show at her home shortly when the new Spring line is available. Catalogues will be out at the end of January.

#### [Selena Nieto, Selena's Personal Organizing and Interior Design](#)

- Selena was a textile design major and an artist; she had her own pottery business for 15 years in Boston and taught art to children. After raising a family, she wanted to start a new business. Her husband is in construction and they decided to build a house together. She found she enjoyed working with contractors and chose interior design as her new business.
- It's important at the start of a construction project to choose your materials and colors at the beginning, so that the contractors will know what to purchase and you won't be rushed into decisions later. Selena is good at color combinations of walls, flooring, etc. and can help you pick them. She also has a great team of contractors that she can recommend to do the work.
- Selena brought samples of various types of flooring (slate, porcelain tile, laminate, bamboo and cork) and paint chips, and demonstrated how wall color can coordinate with floor color, and what types of flooring are appropriate for different rooms.
- Clients that are good for her include those who need renovations, contractor referrals, color consultations and staging for realtors.

**Next Meeting:** The next meeting will be **Tuesday, February 9, 2010** at Mansfield Town Hall, 6 Park Row, Rooms 3A/B, Mansfield, MA 02048

**Contact Information for WBN:** [www.wbnsema.org](http://www.wbnsema.org), [info@wbnsema.org](mailto:info@wbnsema.org)