

The Women Business Owners Alliance of the Pioneer Valley, Inc. addresses the interests and supports the needs of women entrepreneurs.

## A Marketing Plan That Fits: One Size Does Not Fit All

Thursday, February 16, 2006 • 7:45 AM

Best Western Sovereign Hotel, Riverdale Street, West Springfield, MA

As a business owner, do you find that you wear many hats and as a result you don't always have time to refine or perfect any one particular area of your business?

One area that often gets short-changed, yet is more important to the success of your company than most others, is the business planning/marketing area.

At February's meeting, Michelle Abdow, owner of Market Mentors, will share tips to help ensure this essential hat fits you perfectly.

Michelle will discuss how to create a marketing plan that:

- is right for your business,
- aligns with your goals, and
- leverages all of the unique



MICHELLE ABDOW

qualities you bring to the marketplace.

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solutions that are best for the individual business owner.

Join us at the February meeting to learn how the right marketing plan can make a difference in the success of your company. No hats required!

Prior to founding Market Mentors, Michelle was the director of sales for Advance Internet, was part of the marketing team at Lappin Communications, former owner of WMAS radio, and held a marketing position at Knight Quality Communications in Worcester.

### Upcoming Programs

## Mark your calendars!

Meetings are held the third Thursday of each month at the Best Western Sovereign Hotel, Riverdale Street (Route 5), West Springfield.

For more information call 413-827-4182.

Here is the upcoming list of WBOA Meetings for 2006:

Feb. 16	7:45 AM
Mar. 16	7:45 AM
Apr. 20	5:00 PM
May 18	7:45 AM
June 15	5:00 PM

## Relay for Life Volunteers Needed

If your New Year's resolution calls for more exercise this year, join the WBOA team to support the American Cancer Society's Relay for Life, Saturday, June 17 and Sunday, June 18 at Springfield College.

This overnight fundraiser requires at least one member of

the team to be on the track at all times. In addition to walking or running, team members are needed to help set-up and take down the campsite, register team members, motivate participants, track fundraising monies, take pictures, and have fun. Each team member is asked to raise \$100 in

contributions. Money can be raised by asking family and friends to donate or to have a small fundraiser like a car wash. T-Shirts for the event will be provided upon registration. Contact Carleen Eve Fischer Hoffman for details about the event at carleen@clutterdoctor.com.

### 2005-6 Directory Supplement

Included with this newsletter is the update of new members who have joined since the Directory was published.

Please send all changes in your listing to Joanne@Nuts4Nuts.biz

## President's Message

Dear WBOA Members,

As we pass the half-way point in the WBOA year, I would like all members to take steps to learn more about the leadership positions at the WBOA and identify those that you may be interested in holding for the coming 2006 – 2007 program year. My term as President has been exciting and fun. It's a great way to meet and network with other women business owners.

The Membership Chair gets to meet everyone and has the responsibility of bringing in new members. Now that the WBOA has KayBee Marketing Resources handle all the mailings, the job of Membership Chair has become less time consuming.

There are several other positions on the WBOA Board that make the WBOA the strong, successful, lasting group that it is. The Program Chair is responsible for all the wonderful speakers we have. The Publicity Chair gets the word out about these speakers. The



Newsletter Chair keeps the WBOA membership informed about meetings and what's happening with other members. Of course there's also the Hospitality Chair that makes all members feel welcome at every meeting and the Woman of the Year Chair that plans the Annual Meeting in June.

Now that you have a brief overview of some of the different positions, start thinking about how you would like to help continue the traditions of the WBOA. Contact any of the current Officers or Committee Chairs and discuss the position with them. In the March newsletter there will be a nominating form. Step up and nominate yourself or someone you think will continue to grow the WBOA.

Warmly,  
Amy Grabowski


## Board of Directors 2005-2006

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## Member Bulletin Board

### Membership Information

Each month, free samples of Nuts 4 Nuts are donated to new WBOA members when they are "mugged" by Joanne Attardi, Founder/CEO Nuts 4 Nuts and Membership Chair. At their first meeting, new members receive a new WBOA mug, special recognition as a new member, and a sample of Nuts 4 Nuts.

Membership is now up to 115 and everyone is asked to remember to invite a friend or acquaintance who would benefit from membership to the monthly meetings. Visitors are always welcome! All members get a free 30-second advertisement to promote their business, not to mention networking with a dynamic group of WBOA members!

### Mary Ann Hanlon Celebrates 11th Anniversary

WBOA member Mary Ann Hanlon is celebrating her 11th year as an Avon Independent Sales Representative. To commemorate her anniversary, Mary has launched a search for her 1,000th customer. The lucky individual who refers the 1,000th customer or is the 1,000th customer will receive a 10% discount on her next 10 orders.

### UMass Designs Web Site for Abbondanza!

When Cindy Pierce, Abbondanza! LLC, read the e-mail informing WBOA members that UMass Professor Kaimei Zheng was looking for businesses owners interested in having their web sites designed by students in the Internet Business class, she jumped at the offer.

Now she is proud to announce Abbondanza! LLC has a web site [www.AbbondanzaChef.com](http://www.AbbondanzaChef.com). "It was a wonderful experience working with the students. Not only did they have great ideas for the site, they did a business analysis of Abbondanza!'s new online ordering and meal delivery service," she said. "I highly recommend participating in this class and helping some local college students gain valuable real-world experience."

### Nuts 4 Nuts Adds New Web Site Feature

In a continuing effort to expand nationwide sales, Joanne Attardi, Founder/CEO, Nuts 4 Nuts, LLC, has added a new feature to her website, [www.Nuts4Nuts.biz](http://www.Nuts4Nuts.biz). Free samples of Nuts 4 Nuts can now be requested with the click of the computer mouse! These delicious baked nuts are available in original with sugar/salt and in sugar/salt-free versions. All products are gluten-free.

### 3 Bold Steps: A Life Coaching Workshop

Life Coach Karen Knight of Creative Life Change is offering three Monday workshops to help participants step boldly



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into the future by moving forward on a goal, a project, or a dream for 2006. "We will support as well as challenge you and hold you accountable," Karen says. The workshops are Feb. 20 and 27 and March 6.

Call Karen for more information: 413-747-5819 or  
[Karen@CreativeLifeChange.com](mailto:Karen@CreativeLifeChange.com)

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**WBO<sup>2</sup>**  
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wbo2wbo.com, is the first web directory and resource for Massachusetts women business owners. Check out our directory, news, articles, and the most complete event calendar in Massachusetts! To become part of this valuable business resource, go to [www.wbo2wbo.com](http://www.wbo2wbo.com) and join today!



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**Member Bulletin Board** (Continued from Page 3)

**Kenny Hosts Oral History Workshops**

Donna Kenny, founder of Clio Associates: Center for Recording Life Stories, is giving a series of oral history workshops at Forbes Library, Northampton as part of a new community program to help preserve local history. The workshops will focus on oral history interviewing techniques. The project is funded by a \$5,000 grant from Highland Valley Elder Care Services and Friends of Forbes Library. Personal histories archived at the library will form a chronicle of life in Northampton and be valuable resources to future historians. For more information: [lifestories1@cs.com](mailto:lifestories1@cs.com)

**Seminars on Negotiating a Divorce**

WBOA member Freda Brown, a Certified Divorce Financial Analyst and owner of Freda Brown: Divorce Financial Services, is working with divorce mediation lawyers Bruce Clarkin and Kathleen Townsend to provide free seminars on how to negotiate a divorce settlement without being emotionally and financially devastated.

The free Negotiating Your Divorce seminars begin in January and run through May at local libraries. Contact Freda at 413-569-1428 or [www.freda-cdfa.com](http://www.freda-cdfa.com).

**NEPM Receives Recognition**

Congratulations to Kathy Selvia! The Center for Women's

Leadership at Babson College and the Commonwealth Institute ranked NEPM-New England Promotional Marketing #64 in its listing of the top 100 women-led businesses in Massachusetts in 2004. WBOA member Kathy Selvia is President and CEO of NEPM, a Wilbraham based imprinted promotional products company.

**New members / Changes / Corrections**

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**Mary Ann Baldyga**, Advertising Rep., 100.9 WRNX  
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NEW ADDRESS:

**Sally Chambliss**, Sally's Silks  
 326 West Avenue, Ludlow, MA 01056 413-583-2003

NEW MEMBER:

**Peg Horan Toscanini**  
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# New and Helpful Office Tools and Technologies

Do you ever feel technology is passing you by? Do blogs, Ipods and BlackBerrys sound like beings from another planet? Since leaving the corporate world where I always had access to the latest business magazines and support personnel to keep my computer and office technology up-to-date, I have become quite "technically-challenged."

Do I have company here? I have all I can do to keep up with the latest peripherals being introduced and what the latest gardening trends will be this year, let alone worry about whether or not spy ware is watching every keystroke I make. So, I decided to ask WBOA members who make it their business to know the latest office tools and technologies, two questions to help us work more efficiently in 2006.

Thanks this month go to Karen Blinderman of KayBee Marketing Resources for her input to the following two questions:

**1. What one new office tool or technology that has been recently introduced will change the way we operate our businesses?**

**Karen:** Two come quickly to mind for me, and neither is exactly new - just getting better and better over time. First, interconnectivity using instant messaging to communicate with co-workers/staff or clients via any one of the "IM" services available

## TIPS FROM MEMBERS

through a desktop PC, a laptop or a mobile phone. Second, using the walkie-talkie feature that some phone (services) have made available, for instant access to staff or family. Many of these phones and IM services allow file-sharing, as well, so that people can easily collaborate on projects.

These two tools allow us as business owners to stay in easy and quick contact with staff and clients without necessarily being in the same building, or even in the same part of the country. Workflow is enhanced, and I find that some projects just move along so quickly, that it's sometimes much easier to meet stringent (and short) deadlines.

**2. What one resource would you recommend to busy WBOA members to stay informed of the latest office tools and trends?**

**Karen:** Using your email or newsgroup capabilities, sign up for one, two or at most, three, technology or business newsletters - geared to your level of

expertise. I like the Business-Know How Newsletter ([www.businessknowhow.com](http://www.businessknowhow.com)), WXPNews ([www.wxpnnews.com](http://www.wxpnnews.com)), and any of the newsletters from Woody's Watch ([www.woodyswatch.com](http://www.woodyswatch.com)). BusinessWeek and other national publications also have newsletters you can sign up for which keep you abreast of current news, trends and issues. Also, many software and hardware providers have newsletters geared to their product lines. The trick is not to sign up for so many newsletters that you spend your day sifting through them, always a challenge!!

Don't let the latest technology buzzwords overwhelm you! Look into some of these tools that Karen has mentioned and remember that several of our WBOA members are valuable resources for keeping your office operating in this century! Remember to consult our membership directory or use the searchable index on the electronic member directory at [www.wboa.org](http://www.wboa.org).

— DEBBIE WINDOLOSKI, GARDENSCAPES

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# Women's health was the focus of January's Meeting



Nurse practitioner Jenifer Fleming got the attention of our very receptive group when she spoke candidly about women's health issues and the important role we play in the self-care of our bodies.

She emphasized the importance of getting adequate sleep, maintaining bone and heart health, having regular breast exams, exercising and maintaining a healthy diet. She also

suggested keeping a log of your food intake and activities, and finding a practitioner that you feel comfortable talking with.

Knowledge is power!

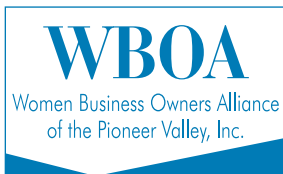
— KAREN CARDOZA



Photos by SUZANNE LEA LAROCQUE

## Send Us Your News!

If you have received an award, reached a milestone in your company (like 5th or 10th anniversary), have a new product or service, are offering workshops/classes, or have taken courses to enhance your profession, we'd love to know! The newsletter deadlines are Monday, Feb. 6 for the March issue, and Monday, March 6 for the April issue. Fees will not be published – you may want to consider an ad: Contact Donna Blazey at 413-598-8078 or [donna@blazey.com](mailto:donna@blazey.com)



**New  
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Thank you to all members  
who gave door prizes at  
January's meeting:

- Suzanne Larocque  
*Sleaque Images*
- Christine Burns  
*Clowntique*