

Southeastern Connecticut WOMEN'S NETWORK NEWS



Volume 32, Number 12, October 2019

Upcoming Programs **October 2019 Luncheon**

November 20

Women and War — Regina Rush Kittle, Acting Director, CT Homeland Security

Women have been involved in military conflicts from the beginning of time; some as warriors, some as spies and others who made the munitions or simply called for peace. Connecticut women are among the finest and bravest who have stood for their cause – sometimes defying gender norms, and often without the recognition they deserved. Con-

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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 social media net-



Ann DiFrancesco — Marketing Business Advisor

Join us Wednesday, **October 16**, 11:30 am at Langley's Restaurant at Great Neck Country Club for our monthly luncheon meeting.

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 owners achieve results with communication programs that succeed – award winning ad campaigns,

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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 **October 16** luncheon online 24/7 **by 12 midnight, Sunday, October 13.** 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.**

working 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

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. To register click www.sectwomensnetwork.org/events ■

N@N December 5 — Paint Your Own Wine Glass

Paint Your Own Wine Glass, Hosted by The Art



House of Norwich. Create a wine glass with a snow covered pine trees theme for the holidays or to give as a gift. \$20 includes wine glass, paint supplies, wine and appetizers.

This event will be hosted at Putnam Bank in Gales Ferry.

Advance registration is required. Register now, limited attendees. To register click www.sectwomensnetwork.org/events

Women and War...from page 1

necticut Women's Hall of Fame Inductees prove that women are just as tough as men and will inspire others to shatter gender barriers. Learn about a teenager who helped save Danbury during the Revolutionary War, how Harriet Beecher Stowe sowed the seeds of conflict leading to the Civil War, and how Margaret Bourke-White's photography brought civilians face to face with the war front for the first time. To register click www.sectwomensnetwork.org/events ■

Woman of the Year, 2019

As presented by Emma Palzere-Rae.

"Good afternoon. I am extremely honored to have been the 2018 Woman of the Year, which comes with the additional honor of getting to present the Award to the next year's honoree.

"I find this pleasure is made greater because I get to present this award to someone who has been a close colleague, a personal supporter, a friend and an inspiration. But, of course, she has been chosen for this distinction because this is who she is, not just to me, or even a few of us. This year's honoree has been all of this and more, for literally

President's Message

Many Small Tasks Accomplish Great Things

These are my first comments as President. I am honored to follow in the footsteps of so many amazing women.

I was trying to explain what it is like to attend a SECT Women's Network luncheon to a friend of mine and the first word that came to mind for me was "empowering". That is exactly how I felt when I attended my first Network luncheon.

Coming from a very male-dominated environment, it was refreshing and impressive to see so many successful, motivated, and supportive women in one place. Everyone was so welcoming. In fact, Susan Dombrowski, who was President at the time, made a point of welcoming me and introducing me to other members of the Network. I knew that I had found a great organization.

We do have a great organization with wonderful members. We have many plans for the upcoming year, starting with the return to our Network at Night series. I am looking forward to an exciting year!

In the few years that I have served on committees or the board, I have

seen a small team of volunteers accomplish the work of a full-time employed staff. To use a term regarding the care of a child, it really does take a "small village" of volunteers to run our organization. Many board members are performing multiple duties just to keep things running, and we could really use some additional help.

I am asking you to consider volunteering with us. I realize that many people are busy with work and other organizations. Volunteering on a committee or as a board member is a great way to provide your input to improve our Network and get to know other committee members. If we have many people doing just one small thing, we can accomplish great things as a group. Please talk to me or any of our board members if you are interested in joining a committee, or just helping with something like social media!

I am looking forward to my term as President and what we can all accomplish together! I hope to see you at Network @ Night on October 3rd and at the luncheon. Have a great month!

Denise Howard
President

hundreds of individuals in our community.

"The Woman of the Year is selected by a committee consisting of prior awardees, based on the following criteria:

- The Candidate must be an active member of the Southeastern Connecticut Women's NETWORK, attending luncheons and participating in other functions. I look forward to seeing her here nearly every month and at every Network event — check.
- The Candidate may be a former, but not a current member of the Board of Directors or its Executive Board. Former board member, in fact, she is a former President of the Network — check.
- The Candidate must be active in her community and within other professional organizations, AND she must

express an interest in helping other women and men achieve professional status and public exposure through networking in the community. Check and check. This is where our 2019 honoree truly excels.

"This last one makes me chuckle because I see her regularly at networking and community events - anything having to do with supporting women or girls, non-profit professional development, or just fun. In fact, we serve on a couple boards together! On some days, we have been at the same morning meeting and joke that we will see each other at two other meetings or events that same day!

"The 2019 Woman of the Year is Kathy Greene.

"Kathy is possibly most known as

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Woman of the Year...from page 2

the Founder of The Light House Voc-Ed Center. She is also a tireless advocate for those who cannot speak for themselves; a Girl Scout volunteer; a Charter member and President of the CT Shoreline Chapter of Soroptimist International — an organization committed to empowering women and girls locally and internationally; and she is a consultant, working with several area non-profits to raise funds and increase their capacity.

“For 25 years, Kathy’s career was dedicated to serving others through her work at The Light House. With a mission to educate and prepare individuals with disabilities for life, The Light House serves all of Eastern Connecticut. The

Light House has grown to be one of the main human service organizations in our region thanks to Kathy’s leadership. More importantly, Kathy’s efforts have made a

tremendous difference in the life of each person who has participated in their programs.

“But this work only scratches the surface of who Kathy is and why she is so special.

“Kathy is selfless, always thinking about how she can help. She is often a catalyst who brings people together to form a more effective and powerful whole. She collaborated with other Network members to create the All Benefits Children Bowl-a-thon to benefit The Light House, Emerson Theater Collaborative and Higher Edge. More recently, she brought together STEPS, Girl Scouts, Girls on the Run and Soroptimist International for a Girl Power

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Woman of the Year...from page 2

bowling fundraiser. She led this effort to a tremendously successful end, raising a good amount of money for each of the organizations involved.

"Many organizations in our community have benefitted from Kathy's leadership — including the Women's Network.

"Kathleen O'Beirne shares this memory of when Kathy took the helm of the Network as the 2016-2017 President:

"At Kathy's initial strategic planning session as president, her organizational skills and vision became clear! She broke us into small groups to tackle several key challenges and then had us debrief the whole group. What seemed overwhelming at first became more feasible as we heard the time lines and folks volunteered to head up specific initiatives. She helped Women's Network take a giant leap into the future by getting all of our materials on-line. Monthly board meetings kept us mostly on track, and her gentle leadership helped the group weather delays and set-backs, to be expected with such a major overhaul. She was truly a 'beacon of hope!'

"I have been fortunate to collaborate with Kathy on many projects. We worked together on the committee for the event celebrating the joint 40th anniversaries of the Network, Safe Futures and of women being admitted to the Coast Guard Academy. Our task: to create a resource fair. Working with Kathy was all about creating the best thing we could, dividing up the tasks and keeping each other focused. At the fair, Soroptimist International had a table. They mentioned that they wanted very much to create a new chapter in the region. Of course, Kathy was involved from day one in helping to create the charter and to lead and build the chapter. Our local chapter, thanks to Kathy's involvement, has had much success in its short life. What motivates Kathy most in this work is our Live Your Dream program in which we empower women who are female heads

of their household with funds to help them better their situation through education or other training; and our Dream It, Be It programs which empower middle and high school girls through skill-building and mentoring activities. Kathy quietly and persistently leads us forward in growing these efforts.

"In closing, I want to share these remarks sent by Camilla Ross, which beautifully sum up Kathy's impact:

"Dear Kathy, I am honored to be able to say that I know you from the heart.

"Your giving of yourself for the communities in which you serve is like no other. Our world sits in a better place because of you and all the amazing work that you do and have done.

"To be able to create the All Benefits Children's Project with you was a true education and learning experience for me. It allowed my leadership skills to grow in new directions so that I could help others grow.

"The Light House was so instrumental in helping my son grow into the young man he is today is because of you. I thank you from the bottom of my heart and it's an honor to have you as our Women of the Year.

"What I miss the most is not being able to be there to hug you and say thank you.'

"Kathy, as the founder of The Light House, you have been a light for others in our community for over twenty-five years. You are a light because you brighten a room with your presence. You are also a light because you guide others, lead them, find a path forward for them - whether they be women, fellow non-profit leaders, young girls or those with special needs. You are a beacon who brings people together to form a greater good and to create greater good.

"It gives me great pleasure to present you with this much-deserved award. Please accept this gift as a symbol of your direction, leadership and vision." ■

Anne DiFrancesco...from page 1

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 also 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. ■

September Drawings

Tricia Cunningham won the *Resident* article.

Luanne Hespeler won the Cameo Table for Integrated Dermatology MedSpa, at the October 16 luncheon.

Email information to Judy Ricketts-White to be included in the upcoming newsletter, jwhite5506@sbcglobal.net.

New! Table-Top Advertising at the Monthly Luncheons

Table-Top advertising at luncheons is now available. \$50 will purchase a full-color 3.5" wide x 4" high ad on the luncheon tables for one year! The limited spots are going fast! For information contact Judy at 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.

*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.

Featured Business at Cameo Table

Luanne Hespeler will be showcasing the *Integrated Dermatology MedSpa* at the October 16, 2019 luncheon. Please stop by the table to meet Luanne and learn more about the services offered also visit the website at www.integrateddermatologyofgroton.com.

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!



June D. Strunk, CFP®
Executive Vice President/Wealth Management, Financial Advisor
direct 860.245.2085 toll-free 888.282.1044 fax 860.245.3638
jstrunk@janney.com
www.mysticharborgroup.com

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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.

For more Network information and articles see our website: 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@sbcglobal.net. The SECT Women's Network reserves the right to edit copy submitted for inclusion in the newsletter.

Network Board Meeting Friday, October 11

The next Network Board Meeting is Friday, October 11, 8 am, at Groton Inn & Suites, 99 Gold Star Highway. All members are welcome to attend.

All Attendees: make reservations online for the **Wednesday, October 16, 2019 luncheon at Langley's Restaurant, Great Neck Country Club in Waterford, CT at**

**www.sectwomensnetwork.org/events
no later than 12 midnight, Sunday,
October 13, Reservations are required.**

Reservation no-shows and late cancellations will be billed.