



<p>Contents</p> <p>Letter from the Chair.....1</p> <p>May's Program.....2</p> <p>Hot Tips.....3</p> <p>Business Forum.....4</p> <p>Member News.....6</p>	<p>GREETINGS FROM THE CHAIR</p> <p>The Program Committee was faced with a challenge with our upcoming meeting on May 14th. Mari Ryan contacted our scheduled speaker to confirm and was informed that she had a conflict and was unable to join us. Fortunately, Barbara Boudreau had made a suggestion for next year. Mari was able to coordinate with Barbara and her referral, and made it all work. Our speaker will be Rosalie Clough, and her topic will be Emotional Intelligence. Thank you to Mari and Barbara for making it work.</p> <p>Last month's meeting was a success with our panel of speakers thanks to Ellen Klapper and the Program Committee. I would like to share a note that I received from Kathy Seltzer dated April 10:</p>
<p><u>June Newsletter</u> <u>Deadline</u> <u>May 24,2010</u></p>	<p><i>Dear Patti, Thank you so much for the lovely gift you so graciously handed me at the end of the panel discussion last Friday. It was a pleasure to join you and the Women's Business Network for lunch and to shear my knowledge and expertise to your group. I completely enjoyed my experience and hope you all did as well. Your gift was a total surprise. I am grateful for your generosity and thank you for picking the perfect sized item for my purse!! I love it!! Again, thank you so much for the invitation as well as the gift. I look forward to seeing you again.</i></p> <p>Warmly, Kathy Seltzer</p> <p>I am very appreciative of all the hard work the Leadership Team has been this year and am thankful that almost everyone has agreed to continue on for next year. We do have one vacancy on the Program Committee. If anyone is interested, please let me know. The main qualification is that you have business contacts who are available to speak, and their business does not conflict with any of our members.</p> <p>We have a WBN After Hours Social Event scheduled for Wednesday, May 19 and hosted my Interiors by Monique. Monique has organized a Wine Tasting to be held at her home. This sounds like a great way to learn about some new wines to try with Summer entertaining! I hope to see you there.</p> <p>Joanne Neale will be our member this month to give a "Three Minute Business Introduction" at the May meeting. Lucy West has offered to speak in June.</p> <p>I am looking forward to seeing all of you soon!</p> <p>All the best, <i>Patti</i></p>



MAY'S PROGRAM

The next breakfast meeting will be held on **Friday, May 14**, at the **Wellesley College Club**, beginning promptly at **7:30 a.m.** *please be sure to RSVP by Friday, May 7, to Cathy McGrath 781-235-2446 or cmcgrath@wellesleychamber.org*. We will look forward to seeing everyone.

Speaker:

May Breakfast Meeting – May 14, 2010 7:30am – 9am

What's Emotional Intelligence Got to do With IT?

**Speaker: Rosalie Clough, Senior Strategist,
Dynamic Perspectives**

The field of Emotional Intelligence has been studied for many years, but was brought to the public's attention by Daniel Goleman's 1995 book called "Emotional Intelligence: Why It can Matter More Than IQ". His elegant phrasing presented years of psychological research about personal functioning and interpersonal skills. All of a sudden, business educators, the media and business people began to understand that the "soft skills" really do matter to productivity and can deliver real ROI to an organization.



In today's challenging and changing workplace, leadership development is more crucial than ever. Learn how Emotional Intelligence is linked with leadership and why it matters to your organization.

About Rosalie

With over 30 years of sales and marketing experience, Rosalie combines executive decision making capabilities with demonstrated success in leading through organizational change. She is a seasoned and influential business executive with a strong, multi-disciplinary background with a deep understanding of the financial services industry. She is a solutions oriented trainer, coach, facilitator and mentor with a personalized approach to each individual or group.

As a results oriented leader, she builds teams and empowers them to excel, creating definable and measurable goals. She has a passion for learning and is an effective process innovator with exceptional follow-up from vision through results. Rosalie pairs strong strategic vision with collaborative team building to execute winning results. Her focus is on teams and their development during

times of transition; helping them define their goals, and develop a plan for success and sustainability.

Her previous business career was in the financial services industry, where she served in executive positions for Morgan Stanley and UBS Financial Services. Rosalie is certified in the BarOn Emotional Quotient Inventory EQ-I® and the BarOn Emotional Quotient EQ-360™ Assessments.



HOT TIPS

3 Steps for Addressing the Uncertainty of Silence

From **Andrea Novakowski**, Master Certified Coach (andrea@coachandrea.com or 508-231-0766)

Silence is the worst kind of feedback — it is ambiguous and generic. When you don't know why someone hasn't called you back or responded to your email, it is all too easy to assume the worst. Here are three steps to take if you're getting the silent treatment:

1. Accept that you don't know. Acknowledge that you don't know what the silence really means. Resist the temptation to fill in the blanks with your own insecurities.
2. Ask for clarity. Reach out to the person and ask him to tell you why he's not responding.
3. Believe the answer. Whatever the response — he was too busy, he forgot — don't read between the lines. Accept it as truth and move on.

Coaching request: Simple steps for dealing with silence you may receive. Aren't we funny humans? We so quickly give meaning to situations! This month when you are faced with silence, grab a hold of yourself and move through these 3 steps.

Adapted from "How to Handle Silence, the Worst Kind of Feedback" by Peter Bregman.

Coach Andrea

Specializing in working with people who own their own businesses

You are invited to the Fourth FREE seminar offered by Tibma Design/Build.

Learn about ways that home automation can enhance your lifestyle in either a new or existing home by:

- Making your home safe and secure, while you are home or away
- Allowing you to check on your home from across town or across the globe
- Monitoring your children or elderly parents when they are home alone
- Assisting with your personal medical issues to ensure your good health
- Allowing 50+ homeowners to remain in their homes into their senior years

DATE: Tuesday, April 27

TIME: 7:30 pm

LOCATION: Wellesley Free Library

Refreshments will be served.
Please email or call ahead - seating is limited.

info@tibmadesignbuild.com

781.453.0414

BUSINESS FORUM

WBN BUSINESS FORUM

May 11, 2010 (Tuesday) 5:30 – 7:00 pm

"Aging - Preparing for Yourself, Helping Your Parents"

To be held at the home of WBN Member Joanne Neale

44 Dartmouth Avenue, Needham

Frances Kerchner

F.D. Kerchner & Associates (elder care management)

fdkerch@comcast.net

781-235-2173

Janice Armour

Lynn Falwell

It's Your Move, Inc. (move management services)

lynn@itsyourmoveinc.com

janice@itsyourmoveinc.com

508-651-8921

Edith Woodcock (long term care insurance)

ewmeserve@comcast.net or ewoodcock@nyl.com

508-528-6864 *If you have specific questions or issues you would like to see discussed, please feel free to call or email any of the presenters prior to the program!*

Please RSVP to Joanne at 781-444-4614 or jmneale@gardenmentor.net no later than

Monday, May 10. Light refreshments will be served, a \$5.00 contribution is requested.

Directions to 44 Dartmouth Avenue, Needham:

From Route 128:

Take Exit 19B (Needham, Highland Avenue) and bear to the far left lane as you come off the exit ramp (Muzi Ford and the fire station will be on your right). Take the first left at the first set of lights onto Hunting Road. Stay on Hunting Road as it comes to another set of lights. Go through these lights, and make the second right onto Paul Revere Road. (There is a set of stone pillars at the beginning of Paul Revere Road). Follow Paul Revere Road up hill, around curve, and take second left onto Lindberg Avenue, then take second right onto Dartmouth.

From Route 135 heading towards Needham from Wellesley Area:

Follow Route 135 (Great Plains Avenue) into the center of Needham (You will see Harvey's Hardware and the town green). Continue through the traffic lights at Harvey's and the next set of lights at the Abode Antique Store. You will then pass Hillcrest Gardens and the YMCA and several churches. At the next set of lights take a left onto Webster Street. Stay on Webster until you see the back of the high school on your left

and Brookline Street on your right, then take the next right onto Lindberg Avenue. You will come to a stop sign, just continue up the hill and take the third left after the stop sign, onto Dartmouth Avenue.

44 Dartmouth is a light gray cape with a light green door and black shutters. ***IF YOU GET LOST, CALL JOANNE'S CELL 617-823-9494.***

Member News

Dr. Femina Ali in the Globe on 4/2/2010 as provided by Barbara Boudreau

THE BOSTON GLOBE Metro B5

New England tops the nation in swine flu shots

By Mike Stobbe
ASSOCIATED PRESS

ATLANTA — New England leads the nation in swine flu vaccinations, while the South has the lowest rates, US health officials said yesterday in the first state-by-state report on turnout.

Tiny Rhode Island has the highest rate of about 39 percent — three times higher than Mississippi, which has the lowest percentage of residents vaccinated, according to the Centers for Disease Control and Prevention.

The CDC also reported that a record number of health care workers — nearly two-thirds — got seasonal flu vaccines last summer and fall, but the turnout for swine flu shots was much lower, more than a third.

The reports offer the first look at how the swine flu vaccination campaign played out around the country.

About 72 million to 81 million Americans — about 24 percent — have been vaccinated since October, CDC officials said yesterday.

At first, doses were hard to come by because of supply limitations.

But as flu cases dropped, so did demand and now there are tens of millions of unused doses.

Health officials last week renewed their push for vaccinations, citing a recent uptick in hospital cases in Georgia.

The CDC calculated state rates from two telephone surveys that included about 140,000 adults and nearly 75,000 children. The surveys covered vaccinations through January.

Rhode Island's high rate of 39 percent was followed closely by five other states — Massachusetts at 37 percent, and Maine, Vermont, South Dakota, and Hawaii.

Mississippi came in with the lowest rate of 13 percent.

Many of the 13 other states with rates at or below 20 percent are in the Southeast and South Central regions, including Texas, Louisiana, Arkansas, Alabama, and Georgia.

Specialists have said it's difficult to compare state vaccination rates because situations vary from place to place.

For example, the Southeast was hit earlier in the large wave of illness last summer and fall — before vaccines were available.

In late November, when vaccine was finally becoming plentiful, swine flu was easing in some Southeastern states but was widespread and more worrisome in the Northeast.

New England was "able to take advantage of that demand with ample supply by then," said Dr. Anne Schuchat, a CDC flu specialist, said at a news conference yesterday.

Also, the way state and local health departments organized clinics and distributed vaccine differed.

For example, both Rhode Island and Maine had aggressive, statewide efforts to hold clinics at schools, Schuchat said.

"There was not a lot of details by the federal government about how to get this done. It was really left up to the states," said Andrew Pekosz, a flu specialist at Johns Hopkins University.

"Some states were more efficient," said Jim Cohn, a spokesman for Walgreens, the nation's largest drugstore chain and a large provider of swine flu vaccinations.

The CDC reports also found:

- 37 percent of children were vaccinated. Again, the rate was highest in Rhode Island, about 85 percent. Georgia had the lowest rate, about 21 percent.
- 33 percent of people in priority groups got the vaccine. That includes children and young adults, health care workers, pregnant women, and those with medical conditions that put them at higher risk for complications.
- 62 percent of health care workers got seasonal flu vaccinations, according to an Internet-based survey of about 1,400 health care workers. The highest previous rate for health care workers was just shy of 50 percent.
- 37 percent of health care workers got swine flu vaccinations.

Since it was first identified last April, swine flu has sickened about 60 million Americans, hospitalized 265,000, and killed about 12,000. The US death toll from the new H1N1 virus, declared a global epidemic, is about one-third of the estimated deaths from a regular flu season.



WENDY MARDA/GLOBE STAFF/2009 FILE

In November, Dr. Femina Ali administered swine flu nasal mist to Addie Robertson, 12, at Wellesley Hills Congregational Church when the illness was widespread in the Northeast.

There was not a lot of details by the federal government about how to get this done. It was . . . up to the states.

ANDREW PEKOSZ
Johns Hopkins University
flu specialist

MEMBER OF THE MONTH

MAY 2010 MEMBER OF THE MONTH - AMY GERBER

Amy Gerber is a multi-layered personality with lots of surprises. I spent some time chatting with her at Starbucks, after reading her emailed synopsis of her professional history – and a whole new person emerged.

Amy grew up in Milton and Sharon and went to New York after high school. (As she says, “you can probably still see the skidmarks....”) She graduated from Barnard as an Urban Studies Major, then got a Masters in Energy Management and Policy from the University of Pennsylvania. She moved to Brooklyn and worked with several different companies marketing energy efficiency services. After she married Mordie and had her first child, they realized they wanted to live closer to family and eventually relocated to Needham. Amy continued working in the energy efficiency field - helping utilities to design and implement incentive programs for business customers to reduce their gas and electricity expenses.

Meanwhile, Mordie started Tel-Affinity Corp., a sales consulting business helping not-for-profits and business customers save on their telecommunication expenses. After a couple of years (and now with 2 kids under 6) Amy was burned out on the commute to Boston and Mordie needed help. So, they took a deep breath and she joined Mordie in Tel-Affinity. They knew they would be able to work together well as they have very complementary skills. Over the past 15 years, they have worked together to grow the business and really enjoy the business partnership.

For Amy, it is very important that their customers feel good about any purchase they make through Tel-Affinity; that means educating them about technologies, upsides, downsides and costs. Their slogan is "Finally, you have a friend in the business....." They do treat their customers like friends and, as a result, rarely lose a customer - some have been with them as long as 17 years! Amy streamlines the process by collecting bids and interfacing with providers on behalf of her customers. She presents their telecommunication choices in a way that makes business sense, even for the technologically challenged.

Amy’s children Gabe and Eva are now sophomores in college and high school, respectively. Her plan for the future “empty nest” involves taking what she calls a “very portable business” and moving it to NYC for 6 months of each year through a house-swap with a New Yorker.

Amy is *very* into quilting – and not just any old quilting. Her masterwork to date is a 26 foot long tallit, or prayer shawl, which she made as a temple fundraiser to celebrate the 20th anniversary of the Rabbi’s ordination. Instead of buying space in an ad book, Temple members and friends purchased and designed individual squares that Amy sewed together into a very, very long quilt. The tallit will soon have a permanent home in her temple (Hillel B’nai Torah in West Roxbury) when it has been professionally preserved behind plexiglass.

A long-time member, Amy continues to enjoy being a part of WBN. As a home-based professional, she finds the collegiality stimulating and a great supplement to spending her workdays with Mordie. Tel-Affinity’s services typically suit a company of 5 or more employees, so if your business qualifies, or if you know of one that would benefit, please

send them to Amy for a first-rate, up-to-date evaluation and fulfillment of their communication needs. Contact Amy at amy@purchasewithpower.com or 781-433-9941. Tel-Affinity's web address is www.purchasewithpower.com

Editor: **Sue McDonough** *William Raveis Real Estate, 50 Central St. Wellesley*
781-235-5000 <http://www.mcdonoughsu@raveis.com/>
