



Helping East End Women Succeed

OCTOBER 2011

PRESIDENT'S LETTER

Dear EEWN members,

I sincerely appreciate your confidence in me, electing me as your new President. Fall always seems to feel like a New Year. Perhaps it's back-to-school or the cooler temperatures that enliven me. This EEWN fall season will be a winner.

The current economic crisis offers the opportunity to reinvent ourselves through professional training or changes in our business strategy. The Chinese written word for crisis is composed of two characters – one represents danger, and the other opportunity. Let's embrace opportunity and run with it.

As the Holidays approach my thoughts go to those less fortunate than I. This year EEWN is proud to be collecting contributions to provide a more joyful season for local families. Join us at the Sea Star Pavilion adjacent to the Hyatt Place Hotel and Atlantis Marine World Aquarium for live entertainment and holiday festivities on December 7th.

Let's Empower Women Together

Paula Daniel

*President, East End Women's Network
631-765-9797, email: ptdaniel@optonline.net*



Holiday Party December 7th
DETAILS ON BACK COVER.

CALL TO MEETING

Date: Wednesday, October 26, 2011

Time: 5:30pm networking;
6:00pm dinner and presentation

Place: Diliberto Winery
250 Manor Lane, Jamesport, (631) 722-3416

Fee: \$35 Members with reservations,
\$40 for non-members and members
without reservations. Public is welcome.
Cash bar with special wine tasting.

Topic **PROTECT YOUR MOST IMPORTANT ASSET: YOUR IDENTITY**
Identity theft is the fastest growing crime in the U.S. with over 10 million American victims annually. Don't become one! GoSmallBiz.com will show you how to defend yourself.

Join us for a fun and interesting evening at the Diliberto Winery, winner of multiple gold awards for their wines. The charming interior murals will make you feel like you're in an outdoor café in Tuscany.

ONLINE RESERVATIONS

Reserve your spot at the next dinner by visiting
www.eewn.org

EEWN'S NEW MEMBER LIST

- Linda Muchowski..... Kandell, Farnworth & Pubins, CPA's PC — *Aquebogue*
- Patricia C. Moore.....Patricia C Moore Esq. — *Southold*
- Elaine ThompsonElaine Thompson Creations/South Bay Asphalt, Inc. — *Bohemia*
- JoAnn Terranova-Nirenberg Self-employed, (Clinical Psychologist) — *Eastport*
- Susan Kaytis..... Susan Kaytis Nutritional Healing — *Southold*
- Gia F. HeegAFLAC — *Mattituck*
- Jane A Mendelson, CSA.....J Alex M and Comfort Keepers — *Riverhead*

Reminder! DIRECTORY UPDATE: The deadline for Member Info & Renewal is October 31st.
Our new 2012 Member Buying Directory will be distributed at the Holiday Party on December 7th.

BOARD OF DIRECTORS

— 2011 - 2012 —

PRESIDENT

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631.765.9797

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Tough Times = Opportunity REINVENT YOURSELF

Professional
Development
Corner

ENTREPRENEURS Free Help for Small Businesses

Free help? Sure, I know what you're thinking. What's the catch? Really, there isn't one. My name is Dan O'Connell and I am a business Advisor for the NYS Small Business Development Center.

The SBDC is funded by the US Small Business Administration, SUNY, CUNY and New York State. We provide one on one counseling, training, research help and advocacy for small and mid-sized businesses. All of our services are free and confidential.

We are located at Stony Brook University's Southampton campus but I cover the East end, both Forks. If you can't come to me I will come to you. If you need help in managing, starting, marketing, or expanding your business, or just need some advice on how to survive these tough times call me.

I can be reached at 631-632-5067 or by e-mail at daniel.oconnell@sunysb.edu I hope to hear from you.

PLAN FOR SUCCESS

The CORE FOUR® Business Planning Course is a four-session, 12-hour educational course that provides existing and potential business owners with fundamental business management tools.

Workshop is conducted by the Community Development Corporation of Long Island.

A one hour workshop with an overview of the course will be held on November 2, 2011 at the Middle Country Public Library - Selden Branch. Registration required.

CAREER WOMEN

- ☐ What type of training do you want or feel you need? **Let us know** on our Facebook page!
- ☐ **Get The Edge With First-Rate Computer Skills:** Did you know Microsoft offers free training courses & tutorials for Word, Excel, PowerPoint, Access & more – FREE! Brush up on your computer skills, practice or test yourself at www.office.microsoft.com
- ☐ **Go to the Trade:** Remember to visit trade association websites to learn about employment opportunities in the industry of your particular interest. Subscribe to industry, company, or trade newsletters and click on all links to search for a 'Job Opportunities' page.
- ☐ **Put out the Word:** Networking can play a large role when seeking employment or looking for the right candidate. Let your network of friends, family, colleagues and neighbors know your skills and that you are looking for a new job.

Anniversary Party Recap

Our September meeting at Hotel Indigo was a phenomenal success! With over 50 powerful women in attendance, we enjoyed the beautiful, chic décor of the newly redone facility while inspiring each other and having tons of fun. Our Dress for Success drive was amazing and we collected almost 100 clothing items!

Carolyn London showcased her business, J. Sauer, Opticians and raffled a pair of sunglasses which were won by Maria Elena Roldan and a gift certificate which Joanne McGiveron won. Michelle Durst won the 50/50 raffle.

We ended with singing happy 30th anniversary to our Network complete with a cake decorated with the most sparkling candles.

Thank you to all those who participated.



IT PAYS TO ADVERTISE

Advertising with EEWN is a great way to get your business noticed and support your Network!

VALUE PRICES are for the membership year in ALL of our publications both print & electronic 4-for-1:

1. Annual Membership Directory
2. Monthly Online Newsletter
3. Quarterly Print Newsletter
4. Our Website

VALUE 4-FOR-1 ADVERTISING PACKAGE \$195.00 SAVE \$55!

ADVERTISING REQUEST FORM

Please Circle Your Choices:

DIRECTORY AD	\$ 75.00
NEWSLETTER AD (print & electronic)	\$100.00
WEB SITE AD.....	\$ 75.00
VALUE PACKAGE 4-FOR-1.....	\$195.00

DEADLINE: OCTOBER 31, 2011

Photo ready artwork must accompany contract. First time advertisers will be charged a one-time setup fee of \$25.00.

Member Name _____

Mailing Address _____

Town _____ NY ZIP _____

Please include a contact phone number or email address:

Make your check payable to East End Women's Network and mail to:
EEWN, PO Box 1227, Riverhead, NY 11901

Any questions please contact Gael Harden, Newsletter Committee
(631) 727-7341 or tgharden@verizon.net



Come and "Like" us on Facebook to stay in contact, view the meeting photos, get news and share your thoughts.

ALSO if you have any events or news please email our EEWN Facebooker Liz Glasgow at liz@lizglasgow.com and she will post it on our page to promote for you.



EEWN IN THE NEWS Read all about Us!

In the September 20th issue of both *The Suffolk Times* and *The News Review* our Network was featured in the business section. The article titled "East End Women's Network Celebrates Three Decades of Business Connections" interviewed long-time, founding member Carolyn London, also a Woman of the Year, who said "These women really make best friends for life".

Read the full article on
www.EEWN.org



Bring Joy

EEWN supports **Family Service League**, which adopts East End families and extends a helping hand to meet their most basic needs and make their holidays a bit merrier. For 85 years, whenever anyone asked: "Why doesn't someone do something?" ...Family Service League is already on the job, for individuals, families and communities in crisis...for those challenged by homelessness, unemployment or mental illness. Through scores of programs throughout Long Island, they bring hope to the most vulnerable among us, and thus improve the quality of life for all.

Please bring donations of cash, checks (made out to "Family Service League") and/or gift cards to the holiday meeting on December 7th. If you are unable to attend the holiday meeting you can mail your contribution to EEWN, PO Box 1227, Riverhead, NY 11901

Bless Your Generosity



MAKE MERRY

Don't miss our Holiday Party at the glittering new Sea Star Pavilion, Hyatt Atlantis Riverhead on December 7th, 5:30 pm. Share in the joyful musical performances, goody bag gifts and festive holiday menu.

NEWSLETTER CHAIR: Suzanne Ubriaco, milliesdaughter@optimum.net (631) 929-8388
NEWSLETTER COMMITTEE: Gael Harden, tgharden@verizon.net 631.996.3071

Send us your news, articles, feedback and ideas.



EEWN MEMBERSHIP APPLICATION

CIRCLE ONE: New Member Renewal

Name: _____

MEMBERSHIP DUES (please check which apply)

- I am applying between September 1st & March 31st, - \$50 per year.
- I am applying between July 1st & August 31st - \$45
- I am applying between April 1st & June 30th *for same year: \$25 (new Members only)*

MEMBER INFORMATION:

Business name: _____

Address: _____

Home Phone: _____ Bus: _____ Fax: _____

Email: _____ Website: _____

BUSINESS DESCRIPTION: _____

Referred by: _____

How would you like us to contact you (circle all that apply)

Home Phone Work Phone Email Cell Phone _____

BUSINESS CATEGORY (no more than 2 per paid membership): _____

ADVERTISING (please complete the ADVERTISING FORM separately)

Interested in advertising on the website, in the newsletter or printed Directory? Yes No



➔ Mail application and payment to:
EEWN
Attention Membership
PO Box 1227, Riverhead, NY 11901