



# newsletter | feb 2007

network of enterprising women | richmond virginia



**WELCOME  
TO OUR NEWEST  
MEMBERS!**

**ANN P. MAUST**  
OF NEW VISIONS  
NEW VENTURES

**SHARON  
TROWBRIDGE**  
(RECENTLY RELOCATED  
TO THE AREA)

**EVE ROEMHILDT**  
OF GARDEN STEWARD

**ROBIN SPONANGLE**  
OF THE RICHMOND  
ANIMAL LEAGUE

## Happy Valentine's to All of You!

I hope you are all staying as warm as you can. I cannot believe at my house last night the temperature was 9 degrees.

I am so excited about the partnership that NEW and V Magazine for Women have developed (see story on page 7) . What a great opportunity for all of us to get out there and let people know who we are and what great benefits our businesses offer. Thanks so much to Annie Tobey, the editor, for including us in this wonderful partnership.

I would also like to send a huge thank you to Cindy Creasy Woolfolk for being so giving with the auction item for this month. She donated a family pack of circus tickets with all sorts of other cool prizes in the packet. Once she saw how much money we were raising towards the scholarships she threw in enough gift packets that everyone bidding was able to get them and we were able to raise even more money towards our scholarships for this year.

Have a terrific February, everyone, and make the 14th a special day. I look forward to seeing all of you in March and thanks again for wearing RED to the luncheon. You guys are the best.



*Margaret Hill*

President,  
Network of Enterprising Women

## MEMBER SPOTLIGHT

### **Marsha Preston, Weekenders USA, President of Lakeside Insulation**

*comfortzone@mindspring.com 804.559-1113*

#### **Please tell us the name and nature of your business:**

**Fashion Consultant with Weekenders USA & President of Lakeside Insulation**

#### **What drew you to this business/work?**

After working for 30 years in the family company, I realized I was constantly surrounded by men and had very few women friends. As a long time wearer and lover of Weekenders clothing I decided Weekenders would not only give me the clothes I loved, a lot more "girly time", but also the added income to pursue many of my other interests.

#### **What is the biggest challenge for you in your business/work?**

I have had to learn how to speak in public and to approach strangers. This was something new and pretty scary to me. I am still learning. I have always been very shy.

#### **Give us a tip or two that has helped you in your work.**

Learning to listen to my customers to see what they really want or to find out what is holding them back. Also not to be afraid. Learning a "no" doesn't mean no to me personally, just "no" to the product or the opportunity.

#### **Let us know a little bit more about you:**

I have been very happily married to my high school sweetheart for over 33 years and we have 3 grown children. We are expecting our 1st grandchild in March. I love to travel and have been to 23 different countries. I also love to read and work in the garden. I am active in my church and go on mission trips almost every year, mostly to Asia. I get motivated every season when the new line of Weekenders comes out and I see how beautiful it is. I can't wait to show all my friends and customers. Weekenders has added so many new friends to my life that I never would have met if I had not gotten out of my comfort zone and tried something new and different.

#### **If you are willing to share, please tell us something that no one else knows about you.**

Occasionally I do some things that may be considered a little risky, like whitewater rafting, hiking on a glacier or riding an elephant.



## Networking Contest!

The key word in Network of Enterprising Women is Network. We would like to emphasize this word with a fun contest.

Starting February 1st and going through August 1st, we want to know how many of you are using the services of your fellow N.E.W. members. **The person who has used the most member services will receive a free membership for the next year;** 2nd place winner will receive a one-half price membership; and 3rd place winner will receive a free luncheon.

Instead of using that big awkward Yellow Book, just pick up your handy N.E.W. directory!

### With your little directory you can:

- buy & sell Real Estate
- get computer or financial help
- buy your insurance, make a will and get a mortgage
- give a corporate gift & advertise your business
- design new business cards & advertising materials and have them printed and plan your event
- hire a new employee, find a new job or promote your business
- have someone else do your taxes & your payroll & pay your bills
- get advice from a coach & get motivated

### You can also:

- organize & decorate your home or office
- freshen your paint and fix your plumbing
- add insulation, siding & windows
- get new drapes and furniture & home décor items
- have someone else clean your house, plant your garden or even walk your dog.

### Wow! What else???

You can go to Bali or plan your European vacation!

And someone will even make a scrap book of your photos or frame them.

Explore the inner you, create a Wellness Home or get that kink out of your back.

You can keep in touch with friends and customers, get a good workout & take your vitamins!

You can have someone move your parents, paint a portrait of your pet and send a special cookie bouquet.

They will be saying "Hello Beautiful" with your new makeup, skin care & enhanced image.

You can buy pearls & purses and have your portrait made.

You can even update your wardrobe!

So, ladies, start keeping track and let your fingers do the walking through your little N.E.W. book. Not only will you get quality goods and services from your N.E.W. friends, you can also win a free membership!

network! 

*Weekenders: Come see the new Spring/Summer line!*

## *Open House: Come Play Dress-Up!*

**Friday, February 23, 1pm to 7pm**

**Saturday, February 24, 10am to 4pm**

Dressing shouldn't be a challenge – it should be a pleasure.

Wear the colors you love and let your personality shine!

Weekenders offers easy care, wash & wear designer clothing that you can mix and match to give you hassle-free wardrobing.

The **JOY COLLECTION** is young and breezy and the **WEEKENDERS COLLECTION** is modern, sophisticated and extremely stylish. There's something for everyone in sizes XS through XXL.

*All N.E.W. Members Will Receive 10% Off the New Spring Line, and Check Out The Sample Sale Racks for a Savings of 30 to 50%*

Marsha Preston Weekenders USA 11338 Emerald Woods Lane  
Mechanicsville, Va. 23116 Call me at 804-559-1113  
or email me at [comfortzone@mindspring.com](mailto:comfortzone@mindspring.com)

**Directions:** From 295 at Rt. 301 (Chamberlaye Rd.), Go 8 miles North on Rt. 301. Turn right on Georgetown Rd. Go \_ mile and turn left on Foyal Rd. Go one half mile and turn right on Emerald Woods Lane (Private Rd.) Go through the gate to the top of the hill. That's it!



**AUCTION  
ITEMS  
WANTED!**

All members are welcome to donate an item to be auctioned off at each N.E.W. luncheon. These donations may be anything that you choose. All proceeds go toward a scholarship fund for young women in the metro Richmond area. Please call or email Monica Smith to offer an item or service, or to find out more information.

Contact Monica:  
lilyscloset@earthlink.net  
or 303-7772



**50 Volunteers Wanted For A One-Month Fitness Study!**

***See what a month can do for your heart, health and looks!***

- Ages 25-60
- Do not currently exercise on a regular basis.
- Will agree to follow a supervised month-long fitness program with moderate exercise 3 times a week.
- Will agree to a free fitness assessment (\$60 value) at the beginning and end of the study.
- All for only \$29! No obligation to join!

Notice: The Surgeon General reports a sedentary lifestyle is as bad for your health as smoking a pack of cigarettes a day.



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All that is worth cherishing begins  
in the heart, not the head.

SUZANNE CHAPIN

The older I get, the greater power I seem to  
have to help the world; I am like a snowball  
– the further I am rolled the more I gain.

SUSAN B. ANTHONY



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## NEWSLETTER DETAILS and HOW TO SEND YOUR FILES

**Special Notice: FOR ADS ONLY, there will now be a minimal fee of \$10 to place your ad, per month. No charge for articles or tips or thank you's that you send in for publication. These monies will go to N.E. W's funds for the charities that we support each year.**

Your Newsletter Articles, Advertisements (40 words or less, please), Business Tips, Messages and Thank You's are welcome for publication in each month's e-newsletter. Send your PDF, JPEG or Text to editor, Porter Smith-Thayer at [porter@graphicpresentations.com](mailto:porter@graphicpresentations.com). Send files no larger than 3 MB. When possible, send any photos in a separate email, NOT embedded into a Word Document, and not part of your text. Include "NEW" in the subject of your email, please. \*\*\*Due to the great number of advertisers, Ad sizes should be 1/4 page or less, to make space for as many entries as possible. 4" wide by 5" tall MAX (qtr. page)

The deadline for each issue is the 29th day of each month. We look forward to hearing from you, and if you have an idea/story/tip for the newsletter, please do email it to Porter. Thanks! --pst

## Exciting Opportunity for NEW Members

V Magazine for Women and the Network of Enterprising Women have partnered to give some wonderful opportunities to our members. Both groups share the common goal of promoting the success of local women. This partnership will give N.E.W. greater visibility. Our logo will appear on the V website, and we may give promotional materials to the V staff to share with businesswomen wanting to network and learn more about our groups. A big plus is the 10% discount to all N.E.W. members when they advertise in V Magazine for Women.

V Magazine also will benefit from a reciprocal link on our website and newsletter and from the added visibility of having the 10% off program promoted to our members. It's a win/win for everyone!

If you are interested in learning more about V Magazine or in advertising, please contact [ads@vmagazineforwomen.com](mailto:ads@vmagazineforwomen.com), call 804-644-3091, or visit [www.vmagazineforwomen.com](http://www.vmagazineforwomen.com) and click on the "Media Kit" link. Make sure you let them know that you are a member of N.E.W. This magazine reaches over 30,000 women each month.



Sample covers

**V** is a monthly tabloid-sized magazine for women in Richmond, Henrico, Chesterfield, Hanover, Goochland and Powhatan that targets a female audience from diverse backgrounds, cultures and points of view. **V** is by, for, and about women—their vision, independence, success, bodies, minds, and spirits. **V** is articulate, passionate, powerful, light-hearted, serious, vulnerable, sexy, intelligent—always full of life!

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**MUCHO KUDOS FROM LINDA SEGUIN:**

Kudos to the NEW newsletter. You are doing such a wonderful job. I know it has to be tremendously time consuming for you. I want you to know how much we appreciate your work. Thank you very much. – Linda S.

To Alix Miller for introducing me to Jeff Grant at Caturra Coffee. Thanks so much!! – Linda S.

To Mary Piotrowski for referring me to a helpful Geek when she was unable to help me herself! – Linda S.

To Lilo Navales for sharing my restaurant menus with her trade show customers. Thanks! – Linda S.

Just a sampling of some of our newest photos of members who had either not had their photos taken, or those who needed updates.....These were, of course, taken by our one and only,

**Maggi Collins of Moments by Maggi!**

These photos show off Maggi's artistry a little better than the directory, so we wanted to share them with you!



Please contact Maggi if you would like to purchase your photo for purposes other than the directory.