



# TouchLine

A Monthly Publication of The Women's Roundtable September 2011



Marketing Consultant, Speaker, Executive Coach & Trainer  
**Heidi Parr Kerner**

## Listen Up!

*Is anybody listening to me?  
How to get more clients by asking the right  
questions and hearing what they're really  
telling you!*

**Thursday, September 22**

5:30 p.m. Social

**6:15 p.m. Dinner/Program**

Colony Pub & Grille  
Banquet Room

Buffet Dinner

\$22.00 Members • \$26.00 Guests

RSVP w/ Payment  
by September 16

Welcome back to an exciting new season at The Women's Roundtable. We start this year with the exceptional talents of Professional Presentations Coach/Sales Trainer **Heidi Parr Kerner**.

Listening is one of the most important skills you can have. How well you listen has an impact on your job effectiveness, and on the quality of your relationships with others.

In this seminar you will learn:

- How to listen and speak in a way others will listen to YOU.
- Body language: what they're saying without even saying a word.
- Dealing with different personalities: separate yourself from the pack.
- The #1 Secret Weapon to show your potential client that you're right there with them.
- Stop sending mixed messages: Listen, identify, and be the solution to their problem.

Heidi Parr Kerner has been in the field of business communications for 25 years as a marketing consultant, speaker, executive coach and trainer. Her clients include Fortune 500 companies, universities, non-profits, authors and entrepreneurs from around the world teaching them presentation, networking, sales and communication skills.

With her unique background as a psychotherapist, former actress in Los Angeles, and hundreds of speaking and training engagements delivered worldwide, Heidi's dynamic presentations are entertaining, as well as full of tools that you can start using the very same day to make better professional connections.

Heidi received her BA in Sociology from Ithaca College in New York, Workshop Leader Certification from Cornell University and her Masters in Psychology from Pepperdine University in Malibu, CA. She is the author of "Present Like a Pro," a two-hour audio CD for upcoming speakers. *You won't want to miss this event!*

**RESERVATIONS/PAYMENT REQUIRED by September 16, 2011.**

Payment must be made in advance. Go to [www.wrterie.org](http://www.wrterie.org) (News & Events tab) and choose your prepayment method (i.e., via PayPal or via check mailed to WRT, P.O. Box 3922, Erie, PA 16508). If you prefer to pay via check, you will still need to fill out the RSVP Online form under the News & Events tab. If you have any questions, please call or email Hospitality Director Diane Wilson at 1-866-346-3122 or email her at [wilsondiane@asburyliving.net](mailto:wilsondiane@asburyliving.net) (You must dial the "1" first).

*Note: If you make a reservation, are unable to attend, and do not cancel within 48 hours of the event, you will be responsible for any costs incurred.*

GROWTH

EXCELLENCE

MOTIVATION

STRENGTH

Visit us online at  
[www.wrterie.org](http://www.wrterie.org)

## TidBits ...

Have you seen **Tabitha Bemiss** lately? She can't be missed as she dons newspaper ads and billboards around town as one success story for Erie Business Center.

Congratulations to **Pamela Biroeschak** as she takes on the role of Membership Vice-President for the Erie Branch American Association of University Women for the 2011-2012 year.

**April Blum** welcomed baby number eight in June, but with seven teenagers she has the baby-sitters already lined up to help!

**Sue Hawley**, Owner of Signs Now, reports they've reached record sales in the history of the company for the month of July.

**Robin Scheppner**, Chief Executive of American Tinning & Galvanizing worked with Naomi Stuntzman to create a mural on the west and south walls of the American Tinning building. The artwork and Robin were featured in a photograph in the Erie Times-News August 4 edition.

**Mary Schmidt**, Owner of Lost Acres Farms was mentioned in the May issue with the incorrect business title of Loft Acres Farms. Sorry about the typo, Mary!

**Linda Stevenson** and **Laurie Root**, along with 150 others, honed their detective skills in the 2011 *The Final Clue: A 1920's Murder Mystery* held at the Watson-Curtze Mansion on June 11. **Linda** was also honored as Woman of Distinction at the Girl Scouts Western Pennsylvania's Annual Luncheon. Committee members included **Jodie Camillo** and **Rebecca Styn**.

**Chris Tombaugh's** article *Restore funds to help welfare clients "Dress for Success" in workplace* was showcased as the Guest Voice in the June 4 edition of the Erie Times-News.

**Susan Wendel** finished first in her division in June at St. Mary's Golf Club, and won The President's Cup in August, which is a Match Play event.



### Happy Birthday, Ladies!

Happy Belated Birthday to  
 Elsie Dickson 8/07  
 Jodie Camillo 8/16  
 Karen Benson 8/17

Happy Birthday to  
 Theresa Margaret Power-Natale 9/04  
 Rebecca L. Jones 9/05  
 Liliane G. O'Brien 9/08  
 Melanie Ann Johnson 9/10  
 Christine Gustafson 9/18  
 Susan Paradise Baxter 9/20  
 Rebecca Ann Styn 9/23

### WEBSITE ADVERTISING AVAILABLE TO MEMBERS

WRT is offering its members the opportunity to place a business card-size ad on our website with a link to your website, if desired. The cost is only \$20/year. *You can't beat it!*

If you're interested, call or email Webmaster **Kristin Mooney Smock** at 397-7973 or [KRM158@yahoo.com](mailto:KRM158@yahoo.com).

## A Message From The President

I hope everyone had a wonderful summer ... it's hard to believe it's nearly over, isn't it?!

What a terrific time for The Women's Roundtable ... 2012 will mark our 25th Anniversary! We've gained such fantastic momentum during the last year and have accomplished so much. We've re-launched the Speakers Bureau, which provides community organizations with a wonderful assortment of expert speakers, and the Gerry B. Wallerstein Fund is poised to begin accepting applications for grants to area women business owners who may not qualify for or have access to more traditional funding. The Board of Directors has also worked diligently to become a 501(c)3 non-profit charitable organization, which we fully expect to come to fruition within the next 6-9 months. We've accomplished a lot in the last 12 months, and I thank each and every member for their tireless involvement to make it happen.

This season will be no different ... we'll continue to grow and make a difference!

Diane DeLuca-Thompson  
 President



### With Deepest Sympathy

Our thoughts and prayers to **Susan Vogelberger** and her family on the passing of her mother last month.

### The Women's Roundtable 2011-2012 BOARD MEMBERS

President .....	Diane DeLuca-Thompson 323-0400
President-Elect .....	Dr. Marilyn Livosky 824-2377
Treasurer .....	Mary Sansone 746-2427
Secretary .....	Kim Hersch 871-1186
Immediate Past President .....	Gay Marie Catania 440-2265
Director of Hospitality .....	Diane Wilson 868-3816
Director of Membership .....	Maria Sundberg 897-3707
Director of Programs .....	Susan Vogelberger (330) 360-0085
Director of Publicity .....	Marsha MacKinnon 868-4002
Council of Women's Organizations .....	Sue Hawley 323-0280
Information Manager .....	Diane DeLuca-Thompson 323-0400
Newsletter Editor .....	April Blum 384-3969
Special Activities .....	Eileen Zinchiak 456-7217
Webmaster .....	Kristin Mooney Smock 397-7973
Woman of the Year Co-Chairs .....	Tabitha Bemis 450-5428 Haley Figurski 440-6082

## Upcoming Women's Roundtable Events

OCTOBER 11  
6:00 - 8:00 P.M.  
MEMBER SHOWCASE  
FIRST NIAGARA COMMUNITY ROOM  
8TH & STATE STREETS  
ERIE

NOVEMBER 9  
5:30 P.M.  
KAREN SEGGI  
SECOND HARVEST FOOD BANK OF NWPA  
1507 GRIMM DRIVE  
ERIE



We have had a busy summer with several new members to introduce to you! *Welcome to the Club, ladies!*

**Sharon Anderson** is Outreach Manager for the Avalon Hotel and Conference Center. She is looking forward to the fall 2011 Erie Ambassador Program and spends free time cross country skiing, reading, wine tasting, theatre and listening to music.

**Wendy Braine**, the Owner of Braine Financial Services, LLC., spends her volunteering energy as the Chairman of the Board of Trustees for the Mercy Hilltop Center. Free time is spent traveling and golfing.

**Jodie Camillo** is the Education Program Coordinator for Gannon University Small Business Development Center.

**Christine Froess**, Financial Assistant for the Crime Victim Center, spends her free time walking, swimming, reading, and crocheting.

**Audrey Gallagher**, retired Elementary School Teacher who spends time volunteering for Erie Schools and the Jefferson Society. She enjoys card making, scrapbooking, traveling, gardening, reading, and photography. *Welcome back!*

**Christine Gustafson**, a Consultant for Creative Marketing Innovations who spends her time volunteering at Erie County Diabetes Association and the Luther Memorial Learning Center PTL. Free time is spent in photography and scrapbooking.

**Jenny Kupczyk**, Owner of Brojo Sportkids Of PA, INC, Jumpbunch~Sports and Fitness for Kids, enjoys exercising and spending time with her husband and two children.

**Liliane O'Brien**, Financial Planner for Morgan Stanley Smith Barney, enjoys cooking, reading, outdoor activities, and boating.

**Carolyn Staab** works as a Commercial Lender for First National Bank. Her volunteer work is utilized as a board member of the Presbyterian Home and is a member of the Gospel Hill Garden Club, while free time is spent gardening.

**Patty Welther**, Account Executive for the Manufacturers and Business Association's Business Magazine. She spends time volunteering for her church and enjoys skiing, gardening, and reading in her free time.

Be sure to invite a friend or colleague to join you at a WRT event. For membership information, feel free to call **Membership Director Maria Sundberg at 897-3707** or visit our website at [www.wrterie.org](http://www.wrterie.org).

### Newsletter Information

If you have any news or information you'd like to share with members and friends of Women's Roundtable, forward to **Newsletter Editor April Blum** via email at [fssa\\_april@yahoo.com](mailto:fssa_april@yahoo.com) or call her at 384-3969.

VISIT OUR WEBSITE FOR:  
MEMBERSHIP APPLICATIONS, ARCHIVED TOUCHLINES,  
WOMAN OF THE YEAR NOMINATION FORMS

[WWW.WRTERIE.ORG](http://WWW.WRTERIE.ORG)

## JUST FOR WOMEN ...

### 34<sup>th</sup> Annual UPMC Hamot Aid Society Healthy Woman Seminar Have a New You by Friday:

*How to Accept Yourself, Boost Your Confidence, and Change your Life in Five Days!*

Keynote Speaker Dr. Kevin Leman  
*Internationally known psychologist and New York Times best-selling author*

Wednesday, Sept. 21  
3 to 8:30 p.m.

Ambassador Center  
7794 Peach St. • Erie, PA

\$35 per person

For more information, contact WRT member  
Elsie Dickson at 838-9752 or mail your payment to  
Healthy Woman Seminar, c/o Elsie Dickson,  
4846 Hassel Lane, Erie, PA 16509.

Act fast because this event always sells out!  
Reservations required by September 9.

## Women <sup>-for-</sup> Only

October 7th - 9th

Friday, October 7th 4pm to 9pm  
Saturday, October 8th 10am to 6pm  
Sunday, October 9th 11am to 5pm

Bayfront Convention Center  
Admission \$7.00 • Free Parking

For more information, visit  
[www.forwomenonlyexpo.com](http://www.forwomenonlyexpo.com)

### Quote of The Month

"The secret of joy in work is contained  
in one word - excellence. To know how  
to do something well is to enjoy it"

Pearl Buck

## The Women's Roundtable Membership

### Sharon Anderson ♦

Valerie Baltzer  
 The Honorable Susan Paradise Baxter ●  
 Tabitha Bemiss ☎  
 Brenda Bennett  
 Karen Benson  
 Pamela Biroshak  
 April Blum ☎

### Wendy Braine ♦

Sheryl Bruinsma  
 Elizabeth Butler

### Jodie Camillo ♦

Delores Catalde  
 Gay Marie Catania ☉☎  
 Dorothy Christoph ■  
 Bonnie Conley  
 Mary Ellen Dahlkemper  
 Victoria (Vic) Delaney  
 Diane DeLuca-Thompson ☎☉❖☎

Elsie Dickson

Janice DiLuzio

The Honorable Stephanie Domitrovich ●

Christine Domster

Maureen Dunn

Veronica Dunn

Nancy Dusckas

Haley Figurski ☎

### Christine Froess ♦

### Audrey Gallagher ♦

Marilyn Gallagher

Mary Graziano ☎

### Christine Gustafson ♦

Nadia Havard

Sue Hawley ☎

Kim Hersch ☎

Bozena (Bo) Iole

Rubye Jenkins-Husband ●

Melanie Ann Johnson

Rebecca Jones

Anita Kuchcinski

Marietta Kuehn

### Jenny Kupczyk ♦

Irene Lampros

Janet Laskowski

Kimberly Lawrence

Candace Littell

Marilyn Livosky, Ph.D. ☉☎

Marsha MacKinnon ☉☎

Mary-Ellen Madigan, Ph.D.

Roberta McCall

Jeanne Miller

Eva Misevski

### Liliane O'Brien ♦

Jeri Pascale

Deborah Pavlek

Tami Petrucelli

Arlene Piskor

Theresa Power-Natale

Laurie Root

Gera Ruhland

Mary Sansone ☎

Mary Schaaf

Robin Scheppner

Mary Schmidt

Peggy Schwab

Laurie Ann Scutella

Amber Shenk

Kristin Mooney Smock ☎

### Carolyn Staab ♦

Linda Stevenson ●

Lesia Stone

Kim Stucke ●

Rebecca Styn

Maria Sundberg ☎

Jean Tauber

Demarie Thompson

Maryanne Thornton

Chris Tombaugh

Debbie Trocki ☉

Kathleen Turner

Dawn Van Scoter

Susan Vogelberger ☎

Marilyn Walker

Valerie Weaver

Susan Weiner

### Patty Welther ♦

Susan Wendel ☉

Diane Wilson ☎

Ann Marie Yezzi-Shareef, Ph.D.

Eileen Zinchiak ☉☎

Legend:

♦ New Member!

☎ 2011 Woman of the Year

■ 1987 Woman of the Year

● Former Woman of the Year

☎ 2011-12 Board Member

❖ 2011-12 President

☉ Past President

☎ Founding Member