



Boston Women Communicators

invites you to

Mug Shots! A special event with Jamber

Tuesday, 22 May 2018

Let's enjoy coffee with two entrepreneurs and learn their brilliant communications strategies. Let's be inspired to follow dreams!

It's getting near the end of the school year, and **BWC** will be closing out the season with an inspirational meeting that will get your creative juices flowing. And get you thinking about your future plans.

We're always checking out success stories, and not just in our field of communications. New opportunities, new responsibilities that people have undertaken - break-throughs. We learn, then incorporate others' ideas into our routines.

Allen Arseneau was a process engineer in the medical device and pharmaceutical industries, using a degree in bio-chemical engineering and an MBA from Stanford Graduate School of Business. Diana Arseneau, with a degree in chemistry from Harvard University, worked in clinical and business development in the biotech and pharmaceutical industries. .

Diana said "We were having lunch with Allen's grandfather, a former 82nd Airborne Ranger, the toughest of tough. Allen noticed his grandfather struggling to lift his coffee mug. That was our a-ha moment. That's when we suddenly became aware of how incredibly uncomfortable coffee mugs are.... So, we did what anyone would do - we combined the principles of biomechanics with the technology of 3D printing to bioengineer a better mug. It might sound corny, but we started **Jamber** to improve the lives of everyday people by innovating products that have been overlooked."

The Arseneau success story will take us through product concept, 3D printing, gaining audience, clever marketing, customer satisfaction - all the normal steps of delivering a new product. But, with communications' twists that will delight and educate us.

Check out www.jamber.com to see examples of great communications that sold a product nobody knew they needed. One which appeals to us, as it makes life, simply, better. Join us for a special event featuring "mug shots" and the special hospitality for which **BWC** is known, and share your summer plans with our colleagues.

Allen & Diana Arseneau
www.jamber.com



Complete this form for the May 22 event, include check, payable: Boston Women Communicators

Mail to: Boston Women Communicators, Back Bay Station, Box 170424, Boston, MA 02117

I am a **BWC** Member: \$39 I am not yet a Member: \$47 (Walk-in: plus \$10) *Canceled check is your receipt.*

Or pay through PayPal at our website: bostonwomencommunicators.com

- ◆ Make your reservation ASAP. Preference is given to **BWC** members.
- ◆ After May 18, call 617.723.5642 for information on available seats. We'll tell you if we can take your reservation, or if you want to be on a waiting list. *Seating is limited at the Club and an early count is critical.*
- ◆ Please bring copies of your publication, your resume and business cards for our exchange table.

Name _____ Telephone _____

Company _____ Title _____

Address _____ City _____ State _____ Zip _____



If you prefer, and for your convenience,
register online with PayPal option through:
bostonwomenscommunicators.com

About BWC

- ◆ Working to ensure equal opportunities within the communications industry
- ◆ Encouraging professional development and recognizing the achievements of outstanding women communicators
- ◆ Don't forget your business card for our door prize drawing.
- ◆ And please bring toiletries for *Hale House, The Women's Lunch Place and Rosie's Place*. We are helping the ladies prepare for the warmer weather.

Date: Tuesday, May 22, 2018 / 6:00 pm to 9:00 pm /Doors open at 5:45 pm
Location: The College Club of Boston, 44 Commonwealth Avenue, between Arlington and Berkeley, www.thecollegeclubofboston.com
Transportation: **T:** Green line, Arlington station. Orange line, Back Bay station
Parking: Boston Common Garage, 617.954.2098, www.mccahome.com. You may purchase a discounted ticket at The College Club. 617.536.9510.
Program:
6:00 - 7:00 Reception/ Hors d'oeuvres/Networking
Menu created by **Chef Remy**
7:00 - 7:45 Introductions/Business Meeting/Door prizes
7:45 - 8:30 Presentation, **Mug Shots**, Q&A
8:30 - 9:00 Networking
Reservations: Reserve through our website, bostonwomenscommunicators.com
Or mail your check with form below.
Tickets: \$39 - Members • \$47- all others. (Walk-in surcharge: \$10)
Preference given to BWC members – sorry, seating is limited.

Chef Remy's Menu for our Coffee Meeting: 22 May 2018

BEVERAGES: Cash Bar

Self-serve Iced Tea, Lemonade, Assorted Soda, Sparkling Water
Regular and Decaffeinated Coffee - Assorted TAZO Tea

TEA (COFFEE??) SANDWICHES:

Curried Chicken Salad with Raisins
Rigo's Egg Salad with Herbs
Boursin and Cucumber Canape

Warm Spinach-artichoke Dip with
Veggies and Sliced Crusty Baguette

DESSERT:

Assorted Special Cookies
Regular and Decaffeinated Coffee - Assorted TAZO Tea

