

Women Supporting Women in Business

The Women's Business Network is an alliance of local business and professional women who foster mutual success in the areas of profitability, leadership, and personal and professional growth through investing in networking, education, and mutual support. . .



Network News

August, 2005

SINCE 1994

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WBN (usually) meets at the Eugene Hilton on the first Thursday of every month. Check the daily meeting and banquet room schedule for room location when you arrive.

To submit newsletter items, send to WBN, PO box 1412 or e-mail to:

newsletter@wbneugene.org.

Deadline for newsletter submissions is the 15th of the preceding month.

IMPORTANT NEWSFLASH

The August meeting will be the **SECOND** Thursday of the month,
✓ August 11, 2005 ✓ Doors open at 11:30

Next Month WBN TRADE FAIR

One of the most popular meetings of the year, our annual Trade Fair, provides a wonderful networking opportunity for WBN members.

The **registration deadline is August 15th**, so register now to secure your display table space. Table space is limited and will be assigned in the order that registration fees are received. Please note that only current WBN members may have a display.

Even if you choose not to have a display, you will want to attend this meeting to see what other members have to offer. Guests are welcome to attend!

Look for Two Important Inserts in this newsletter

WBN TRADE FAIRE REGISTRATION FORM

WOMAN OF THE YEAR NOMINATION FORM

Start thinking about what member YOU think is deserving of this recognition. The woman chosen will be honored at our annual meeting in November.

AUGUST PROGRAM

Terri Harley

speaking on

The Competitive Advantage

How To Work With The Competition & Create Win-Win

Terri has been in sales and marketing for over 30 years. Working with the competition is something she has practiced in her own business and trained others to use in their businesses. Terri is a Certified Corporate Coach & a Sales Trainer working with salespeople and sales executives to achieve top performance, which includes working with their competition.

Terri is a Business Advisor and Instructor at the LCC's Business Development Center. Her classes include *Going Into Business, Building The Foundations of Your Business and Youth Entrepreneurs Academy*. Terri has recently taken on the position with the BDC's Employee Training as their Training Liaison, a fancy way of saying that *"I help companies to achieve their training and employee goals."*

At our August meeting Terri will work with us to use the unique situation that WBN offers us, working with our competition and bringing success to us all.

President's Message

by Emily Evans

The President's Message That She Did Not Want to Write!

I don't know if it's the summer heat, or if there is something in the air, or if the Hilton is spiking our water. Our WBN board has noticed "it". I have noticed "it". Several members have come to me and to other board members to discuss "it". "It" is the lack of respect for our guest speakers and for the WBN monthly meeting format.

You may recall our June meeting, when Ev Marcel spoke of etiquette and how it is important it is to be "connected" in your surroundings, wherever you are. I would like to remind you that you should "connect" with what is happening at our meetings. What follows are some rules of etiquette as suggested by WBN board of directors:

- The doors open at 11:30 AM. Please do not arrive earlier. The Hilton needs that time to set up. Our treasurer, our greeter and our networking chair all need that time to set up.
- Turn off your cell phone.
- **Before** the meeting is called to order, get to know the women at your table.
- During self-introductions please give your name and your business name. This is not a time for commercials or announcements. If you have a second business, you may announce that business, too, only if that business has joined WBN.
- Talking and whispering are distracting to others and disrespectful to the speaker. Please take your conversations outside.
- Members (only) are welcome to put their printed material on the networking table. Only the speaker may put materials on the luncheon tables.
- After the program we have time for announcements. This is for members only. Please keep your announcement brief.
- Before and after the meeting we encourage you to meet and greet.

Now, let's get back to the "talkers" and the "whisperers". This is where I have received the most feedback. If you have "one of those women" at your table, you have my permission to tell her to knock it off! You can pass that "talker" a note or wave your finger at her. I thank you for taking action on this one.

If **you** are a "talker" or a "whisperer" I hope you got the hint. I know how joyful it is to see your friends and catch up on the past months events. However, if you can't wait to "tell all", I highly recommend the Hilton's restaurant on the first floor.

Regarding the cell phone thing it would be great to grab someone's phone when it rings and toss it out the window. However, I've noticed the windows in the Hilton's Vistas Room do not open. And those meeting rooms downstairs don't even have windows! Again, just wave your finger or give "cell phone woman" the hairy eyeball.

. And speaking of the summer heat, I can help you stay cool and save money on your energy bill at the same time. Don't you love how I just slid into my shameful plug for the Energy Outlet? Get it? Plug!??

Emily

NEW MEMBERS

Carryl McCrory, Account Rep for **The GUIDE**, a directory that lists all the programs, services, and facilities in the Lane County for seniors. We distribute 15,000 copies annually throughout Lane County. 684-8208

Sarah Holmes, M.A., Financial Advisor (Trainee) for **MORGAN STANLEY**, a full-service financial firm known for its sound business principals, financial strength and tradition, helping individual investors build, manage and preserve assets. I work closely with you to develop a plan that fits your investment profile and goals. 349-1025

Advertising Opportunities

Hey gals, we're looking into ways WBN and its members can do some joint advertising, i.e. Register-Guard, Eugene Weekly, maybe even television. If you're interested in this please let me know!

Merrie Sennett
PR/Media Chairperson
729-3997
merries@worldnet.att.net



A Face Of A Native
American... Or An Eskimo?

NEWSLETTER CORRECTIONS:

Toni S. Mueller, Owner, **YELLOW WAGON BASKETS**. Her phone number is **510-8595**.

Bev Skochenko sends a special thanks to **Cathy STEWART** (not Cathy Stoppel) for bringing a beautiful begonia plant during her hospitalization.

Network News

published monthly by
Women's Business
Network (WBN)

2005 BOARD

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683-5060

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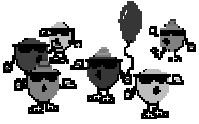
Web Editor

Laura McClain
868-1254

Newsletter

Helen Lucas
729-1458

Board meetings are held at noon on the third Tuesdays of every month and are open to the general membership. We meet at West Coast Bank 101 E. Broadway at noon.



Kudos

(for deserving members)

Want to recognize a member who has done something special or whose actions or services have impressed you? This 'spot' is reserved especially for those special 'KUDO's.

- **Helen Lucas** of (Help Me Computer Services and Advertising Products sends BIG kudo's to **Julianne Harris** (Prepaid Legal) for helping me out at the check-in table for the July meeting.
- We welcome **Lisa Anderson**, whose business is called **Exceptional Living Coach**, onto the board of **The Business Women's Mentoring Program**. Lisa's 20 years experience facilitating motivated people to create exceptional lives is a boon for all of us!
- Not only is **Edrie Bizak** of **Insta-Print** our **WBN Liaison** with the **Business Women's Mentoring Program**, she just accepted a year long commitment as a **Mentor** to an up and coming business woman. Thank you Edrie for your amazing energy and dedication!

NOTE: To learn more about the Business Women's Mentoring Program, log on to our website:

www.wbneugene.org/new_mentorship.

We are currently looking for more Steering Committee members and Mentors. With a time commitment of 2-4 hours a month a rewarding experience awaits you.

- **Laura McClain**, Owner of **Dive In Designs** says a big thank you goes to **Shela Gunnink** of **Shorelines Gallery**. Their site highlights franchise opportunities for the gallery as well as their beautiful inventory. You can view their new website at <http://shorelinesgallery.net>
- Laura adds that another 'thank you' goes to **Pamela Cournoyer** and **Ruth Linoz** of **Community Leadership & Support Services, Inc.** The new website highlights their organizational effectiveness, board relations and consultation services. Visit CLASS, Inc. online at <http://www.classseminars.com>.

Says Laura, "We enjoyed working with you both and appreciate your business!"

Walking with Jeanne-Marie

By Acorn (the Seeing Eye Dog)

Last Summer and Fall, my mom wrote articles called Walking with Acorn, so I get to write one to answer some of the questions people have asked me...

Q. How do I know when to cross the street?

A. I am, like many dogs, color blind so it's not ME that decides when to cross. If my mom is wrong for some reason, I won't go... but otherwise, I wait for her to give me the command and we cross. It's amazing how long she stands there sometimes... but if it's windy, a delivery truck is parked near us, if there are lawn mowers, leaf blowers, or jack-hammers, it's very hard for her to hear the cars.

Q. People actually want to know if I ever get to play!

A. Oh boy, do I get to play! When my uniform (she calls it a harness) is off, I have a blast! I run and jump and chase and play tug, and I also get to eat lots of baby carrots--my favorite! They are such a good snack!

Q. What keeps my coat so clean and shiny?

A. My mom is a nut: she brushes and combs me practically every day and brushes my teeth, telling me people will think my breath is better. And she gives me this blue/green algae stuff that I love the taste of... if she drops any, I run right over and lick it all up! She's always studying about dog food... I never know what she'll come up with next, but it's all good.

Q. How come I can't eat people food from the table or left-overs from a restaurant??

A. Sometimes, It's hard for me to remember that this is a good rule! Stuff you people eat is so yummy-smelling! Partly it's because, since I go practically everywhere with my mom, it's so I won't throw up or something in someone's office or during one of those sessions she has with clients. Partly it's because if I get it, it's hard to remember I can't beg for it from strangers at restaurants... and partly it's to remember she's my pack leader and is the one who feeds me and makes me keep my weight down so my hips and joints won't hurt from extra pounds.

Q. How did I get named Acorn?

A. Well, all the puppies born in a litter at the guide dog school get named all one letter. So my name is from the A litter... I guess people dream them up and send in suggestions... and people keep saying I LOOK like an Acorn... no it's not from eating them! Well happy trails till another time!

MEMBER NEWS

From member Robin Retherford, Summer Business Mixer and Benefit Thursday, August 4, 5-7 pm Helios Creative Design Studio, 465 Washington - \$15 / All proceeds go to Food For Lane County Come mix and mingle with other happening business people while supporting a great cause: fighting hunger in Lane County! € Hors d'oeuvres € Wine € Raffle Tickets € Chair Massage and other services. Register at http://thegobutton.com/biz_mixer.htm or RSVP to Robin at (541)686-2720.

Marketing Club opportunity, Thursdays 9-10am at the Meridian, 18th and Willamette. Gain momentum in your marketing, network and learn. 40/month, first time free. Come be a guest! Call Robin Retherford: 228-4937

NINA CHERRY has moved home to Maui. She sends her aloha to all WBN members and hopes you'll stay in touch. Her new address is 94 Keleawe St., Makawao, HI 96768. Tel. 808.572.1222. E-mail her at nina@ninacherry.com and/or check out her website at www.NinaCherry.com.

From Jo Schechter – "SNEAK PEEK" Briarwood Retirement and Assisted Living Community is being built at 4865 Main Street in Springfield. The target date for opening is November, 2005. On Sunday, August 7th, we will be hosting a sneak peek for the community from 11 AM to 4 PM. Come by and enjoy a tour, music and goodies to eat. Briarwood is the only independent retirement residence in Springfield. If you need assisted living, that is available too. We are taking reservations now and you can pick your apartment. If you have any questions, please call me at 541-284-2865.

Helen Lucas with "Help Me Computer Services" and Advertising Products and Promotions wants to share that as part of the services she offers, she is also a notary. There is a minimum \$5.00 fee (plus travel expenses outside a 20 mile radius of Eugene). Call her at 729-1458.



PO BOX 1412
Eugene, OR 97440

NEXT MEETING
August 11, 2005
12:00 PM
Eugene Hilton



Terri Harley
speaking on
The Competitive Advantage

FIRST CLASS MAIL



A Story to Ponder
Mayonnaise Jar and 2 Cups of Coffee



When things in your life seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar and two cups of coffee. A professor stood before his philosophy class and had some items in front of him. When the class began, wordlessly, he picked up a very large and empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.

The professor then picked up a box of small pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. He then asked the students again if the jar was full. They agreed that it was.

The professor next picked up a box of sand and poured it into the jar. Of course the sand filled up everything else. He asked once more if the jar was full. The students responded with a unanimous "yes."

The professor then produced two cups of brewed coffee from under the table and poured the entire contents into the jar, effectively filling the empty space between the sand. The students laughed.

"Now," said the professor, as the laughter subsided, "I want you to recognize that this jar represents your life. The golf balls are the important things--your family, your children, your health, your friends and your favorite passions; things that if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter like your job, your house and your car. The sand is everything else--the small stuff. If you put the sand into the jar first," he continued, "there is no room for the pebbles or the golf balls. The same goes for life. If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you. Pay attention to the things that are critical to your happiness. Play with your children. Take time to get medical check-ups. Take your partner out to dinner. Play another 18! There will always be time to clean the house and fix the disposal. Take care of the golf balls first...the things that really matter. Set your priorities. The rest is just sand." One of the students raised her hand and inquired what the coffee represented. The professor smiled. "I'm glad you asked. It just goes to show you that no matter how full your life may seem, there's always room for a couple of cups of coffee with a friend."