

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. . .

SINCE 1994

WBN Contact Information:

PO Box 1412
Eugene, OR 97440

Message Phone No.:
984-8778

Web Site Home Page:
www.wbneugene.org

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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 the WBN PO box or e-mail to:

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



Network News

December, 2004

2004

WOMAN OF THE YEAR

Tammy is a wife, mother, friend, volunteer and business woman. She is not a morning person, is a middle child and a peacekeeper. She was a cheerleader in high school and still has loyal friends from kindergarten. Tammy exemplifies the spirit of Women's Business Network for many reasons. She started her own company after many years of working for someone else. She mastered her art step by step. She had a dream and she made it happen through her intelligence, her bravery, her creativity, wisdom and integrity. A lady with high standards, Tammy always has time for others, anyone needing personal or professional support, because she wants them to succeed. She has an exquisite eye for detail and continues to grow and develop. Tammy has been a very active and supportive member of WBN, even after she was president. She is a leader and a supporter. She is often described as patient, persistent and steadfast. Congratulations Tammy!



Tammy Everall

DON'T FORGET...
This month's meeting is the SECOND Thursday, December 9!

You'll hear an informative and educational forum presented by WBN's three graphic designers, Tara Kemp, Tammy Everall and Barbara Gleason. Learn the Who's, What's, When's, Where's and Why's of graphic design.

**HAVE A JOYOUS
HOLIDAY
SEASON!**



President's Message

by Lori Macedone

"Personal & Professional Growth"

This is my last president's message, as the gavel will soon be passing into the very capable hands of Ms. Emily Evans. Before relinquishing the duties that come with the title, I thank all of you for the honor of writing my monthly two-cents worth of opinions, standing before you at the podium, sitting at the head of the board room table and being the spokesperson for our 100+ members. I was so proud to have reported the many accomplishments and "firsts" that WBN was able to put under her belt in 2004 at our annual dinner. They bear repeating:

- o A Board recognition photo display was created for the networking table.
- o A totally rejuvenated and revamped website was launched, going from two pages of plain to 9 pages of pizzazz, including the ability to join online and view or download our *WBN Network News* Newsletter.
- o A new brochure was created after squeezing 11 years out of the last one.
- o A new directory cover was created, reflecting the energy that WBN generates.
- o An Honorary WBN Membership was bestowed.
- o We had our 1st "Women of Good Fortune" Pot Luck party.
- o We womaned a booth at the Eugene Celebration.
- o A WBN basket was added for guests.
- o A membership survey was created.
- o A discounted membership fee for a member's second business was initiated.
- o A visibility committee researched future possibilities.
- o We approved a \$100 WBN gift certificate for the Woman of the Year.

Not only did our remarkable Board of Directors move these issues forward, they kept the WBN wheels running smoothly with many visible and behind-the-scenes details that connected, informed, and fed us in more ways than one. I have a deep respect for Emily Evans, Ann Fuller, Helen Lucas, Eileen Traylor, Susie Pennington, Bev Skochenko, Merrie Sennett, Greta Siecinski, Tricia Henry, Edrie Bizak, and Laura McClain. Each of these outstanding women has become my friend.

Witnessing the professional growth of this organization has added to my personal growth immensely. I learned to listen better. I asked for help when I needed it. I became more open to differing opinions, weighing the pros and cons without judgment. I improved my organizational skills. I strengthened my ability to stand firm, and found the courage to say no when necessary. I found I could put out fires and not get burned. I opened cans of worms, didn't freak when they squiggled around and was able to herd some of them back in and let others go. My decisiveness sharpened.

As I reflect on the challenges, triumphs and lessons learned, I remained true to myself, with your support and encouragement. Thank you for letting me be your president. Though my WBN term and title is ending, the empowerment is still just beginning.

Continued success, *Lori*

NEW MEMBERS

Jill Sager with **HANDS ON RHYTHM AND DRUM SCHOOL**, dedicated to serving community and individual wellness through the healing art of hand drumming by offering a variety of programs locally and nationally.

Zenzic, Sarah with **STAYIN HOME AND LOVIN IT**, located at 2585 Willakenzie Rd #1, Eugene, OR 97401

Member Changes & Corrections

Nina Cherry, Counseling and Coaching has a new e-mail, nina@ninacherry.com.

ANNOUNCEMENT

Norma McKenzie at the Oregon Cotton Mill, "The Home of the Clothes you Love to Wear", now has Children's Clothes just in time for the Holidays! These adorable additions meet our standard for quality and durability -comfy, carefree cottons for all seasons! **Visit us at 5th Street Market, 2nd Floor Courtyard. Call 687-2420 or www.cottonmill.com.**

Exciting news about the newsletter.

Thanks to Helen Lucas, our Newsletter Editor and Laura McClain, our WBN Web Editor, the WBN Network News newsletter is now available in PDF format for viewing and/or downloading on-line at our website, www.wbneugene.org.

This will be a valuable networking tool for all of us, helping to make WBN more visible to the community. You will still be receiving your newsletter by mail.

Network News

published monthly by Women's Business Network (WBN)

2004 BOARD



President

Lori Macedone
683-7850

Vice President & BWMP Liaison

Emily Evans
683-5060

Secretary

Ann Fuller
687-1483

Treasurer

Helen Lucas
729-1458

Membership

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686-3549

Programs

Susie Pennington
683-9559

Arrangements

Bev Skochenko
741-2749

Networking

Tricia Henry
520-6152

Public Relations

Merrie Sennett
729-3997

Greeters

Greta Siecinski
343-1254

Events

Edrie Bizak
686-8591

Web Editor

Laura McClain
343-6563

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.

TIPS FOR THRIVING DURING THE HOLIDAYS

Merrie Sennett, M.A.

Once again the holidays are here. While this can be a lovely season of giving and delight, all too often we're left tired, cranky, and broke. To avoid this here are some tips for reducing stress and conflict and having a thriving holiday season.

Hibernate—Winter is nature's way of reminding us: "don't just do something, sit there!" Take time to slow down and notice nature's flow. Watch falling leaves, smell the air, or curl up someplace warm with your kids and the dog. If anyone in your family suffers from severe winter depression or "blues" consult a counselor or physician.

Self-awareness—Check in with yourself occasionally. Pause what you're doing and shift your attention from the outside world to the world inside you...notice what you're feeling and experiencing. Teach your children to do this too and you can all take a "wellness moment" together.

Emotions—Make room for feelings—all of them, not just the joy and cheer we think we're supposed to be feeling. Emotions are bound to arise—the holidays trigger them. Factor in any major changes during the past year, such as the death of a family member. Acknowledging painful feelings actually makes it easier to then feel happy and joyful. Be gentle with yourself and your family. Let those you love know it.

Communicate—Practice clear, responsible communication and teach this to your kids. Say what you're feeling. Ask for what you need. When there are conflicting desires, negotiate. Keep the channels open.

Values—What's truly important to you, especially at this time of year? Encourage each family member to make a list of their values, share your lists, and from there create a list of your family's values.

Expectations and Choice—Set reasonable expectations. A relaxed pace will help keep your family's stress level down. Think about which aspects of the holidays are the most important for you and your family and focus on those. Choose how to spend your time, money, and energy based on your values. Make a list of tasks and activities you dislike—don't do them. Make a list of tasks and activities you enjoy—do them! Let go of traditions that no longer work and create new ones that do.

Blended families—For newly blended families hold a family meeting to acknowledge that things are different this year, let family members express their feelings, and get everyone's input on how to handle holiday activities. It's a good idea to keep at least one tradition from each family as well as to create new traditions. Alert the grandparents and ex-spouses of these changes as needed.

Diversity—Every family has their own way of celebrating the holidays. Some celebrate the birth of Christ. Some celebrate Hanukkah, the winter solstice, or Kwanzaa...or don't celebrate at all. Let your children know this. It will help them understand and integrate their own experience with what they're seeing around them.

New Year's—Think about what's really important in the coming year and set these things as your **intentions**, as positive visions which can guide your progress throughout the year, rather than making merciless resolutions.

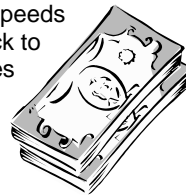
Last, but not at all least...

Take care of yourself—Doing what you can to nurture yourself will help you thrive. Delegate, delegate, delegate! Aim for "good enough", not perfection. It's much easier to take care of others when you're getting your own needs met.

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Don't write a check you can't cover now...

A new check processing system that recently went into effect speeds the time it takes for a check to clear. Consumer advocates say Americans need to closely watch their accounts to avoid bouncing checks and racking up fees and penalties.



The Check Clearing for the 21st Century Act, better known as Check 21, lets financial institutions exchange electronic images of checks rather than the paper itself.

Consumers who still get checks back with bank statements will likely begin seeing images of some checks among the paper ones.

It could take years for the entire system to kick in. An expert at Forrester Research estimates it will be the end of the decade before all banks and credit unions digitally process checks from start to finish.

Consumer advocates also say people need to watch statements to be sure no checks are debited twice.

MEMBER NEWS

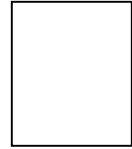
Lynne Campbell with Welcome Home Loans shares information about anyone interested in joining a networking group. "I belong to a new group whose goal is specifically to generate leads. I have belonged to networking groups before and find them very beneficial. You are able to send your clients to trusted professionals and the other members in turn send good leads your way. To be a member, one must be dedicated to meeting twice a month during the lunch hour on Tuesdays. If you are interested in being a member of Willamette Valley Leading Professionals, please contact me at 684-5700 ext 116.

Counselor and Coach, Nina Cherry says "Let 2005 be the year you **FIND YOUR LIFE PARTNER!**" The 3-month **TRUE LOVE PROGRAM** starts in January. It includes an 8 week True Love Women's Group with workbook, an initial private individual session, and 6 individual telephone coaching sessions (2 per month). Group meetings, Wednesdays 7-8:30p, start January 12. Program cost: \$90 per month or prepay \$240. (Value \$600.) **Call Nina at 541-997-9983 or email nina@NinaCherry.com.**

SBA Nominations Guidelines for Small Business Week 2005

Here's some SBA copy about the National Small Business Week - National Small Business Week honors America's entrepreneurs - the men and women who start and grow the small businesses that drive our nation's economy. As part of the celebration, the U.S. Small Business Administration and its partners recognize small business owners and advocates from across the country. The Nomination Guidelines for Celebrating Small Business Week provide the information you need to nominate individuals or businesses for special awards.

<http://www.sba.gov/nominationsguideline.html>
"Any individual or organization dedicated to the support of the small business community, including but not limited to trade and professional associations and business organizations, may submit nominations for Small Business Person Awards and Small Business Advocate Awards. Nominations must be submitted to the nearest US SBA District office, which in our case is in Portland. The deadline for receiving nominations is December 3.



PO BOX 1412
Eugene, OR 97440

NEXT MEETING
December 9, 2004
12:00 PM
Eugene Hilton
**"GRAPHIC
DESIGN
DEMYSTIFIED"**
*Members Tara Kemp,
Tammy Everall &
Barbara Gleason
discuss everything you
ever wanted to know
about graphic design and
how and when to use it.*

FIRST CLASS MAIL

Meet Member BEVERLY ANDREWS
Doncaster Clothing

I have been a wardrobe consultant with Doncaster Clothing in the Eugene area for 22 years. The company will celebrate its 75th anniversary soon, so we have a lot of history in wardrobing many women in all 50 states in our beautiful clothes.

I have trunk shows of our ENTIRE Collection for Doncaster (sizes 2-18 and 2p – 16P) and now Elana (sizes 12-24) each season in my home. It is like a private boutique. You can see, feel the gorgeous fabrics and try on what you like... from nice casual wear to dressier pieces. They are all separates.

Women make appointments with me to see these special fashions. I help my clients add new pieces to expand their wardrobe, add new pieces to coordinate with their prior purchases, select outfits for those special occasions, and more.

Because of our extensive line, I can help my clients in selecting coordinating garments and accessories to make them look their best. It is a fun, time saving way for busy women to shop, and I provide advice on current trends, best styles for various figure types and more. I look forward to talking with you and your friends and acquaintances about DONCASTER and Elana.