

# 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

December, 2005

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 WBN, PO box 1412 or e-mail to:

**newsletter@wbneugene.org.**  
Deadline for newsletter submissions is the 15<sup>th</sup> of the preceding month.



## Congratulations Edrie Bizak WBN Woman of the Year

The Woman of the year is a woman who embodies the spirit of WBN. Well Tammy Overall sure had fun presenting the award to this year's Woman of the Year, Edrie Bizak, at the annual dinner! After many "tall tales", she finally revealed some truths and comments shared by those that had nominated Edrie: "She thinks outside the box...she's funny and lighthearted but can be serious and supportive.", "She is a natural leader and inspires me.", "She's very active in her community, and I see her networking everywhere as she represents her company's best strength, which she'll be the first to tell you is her staff.", and "She gives 200%, has boundless energy, and always follows through." What came again and again from everyone is what a truly genuine, caring person she is, not only with words but with her actions. Her boss thinks she walks on water, and we're quite sure that her staff, her friends, as well as her husband Steve and her three little darlings Amber, Izzy and Chico think so too!

## SECRET SISTER Program



. . . to be launched at the December 1<sup>st</sup> meeting! Members have asked for ways to connect with each other beyond the regular monthly lunch meetings. The Board of Directors came up with a great way for WBN members to get closer with other WBN members and foster a sense of "sisterhood". Those members wanting to participate in this new program need to complete a "Secret Sister Bio Form" and mail it to WBN PO Box 1412 Eugene, OR 97440 - or bring the completed form to the December 1st meeting. The Secret Sister forms were given to members at the November Annual Dinner and there is also one in this Newsletter. For WBN members participating, your "Bio" will be randomly selected by your Secret Sister for 2006 at the end of the December 1st meeting, as you likewise will randomly select yours. Secret Sisters will bring a gift for their Secret Sister to the Annual Dinner next November and will then reveal their identity. For any WBN member that chooses not to participate in the Secret Sister Program - they can still bring a gift for random exchange at the Annual Dinner as we've done for the past several years. The Special Events Chair and her committee will elaborate more on the gift exchanges as we get closer to next year's Annual Dinner. Let's hear it for "sisterhood"!



**Start the New Year off  
with a WBN meeting on  
January 5, 2006.**



## President's Message

by Emily Evans

### Thank You, Thank You, Thank You!

Here we are in the midst of the holiday season and for many of you business owners, your year-end. This is also my year-end as WBN's president. I have mixed feelings about ending my term as I truly have enjoyed the experience. I also look forward to passing the baton to Edrie Bizak, a smart and capable gal!

Because of these fine board members I was able to perform my presidential duties:

**Ann Fuller** (independent distributor for Shaklee), secretary. Ann keeps WBN's records and she keeps me in line at the board meetings. Ann's legal background and her organizational skills make her a productive contributor to our meetings.

**Diane Cheyne** (owner, Budget Blinds of Eugene), greeter chair. Diane greets members and guests at each meeting and keeps the networking basket moving. Diane makes us all feel welcome at our meetings.

**Edrie Bizak** (general manager, Insta-Print), vice president. Edrie is the liaison between WBN and BWMP and she was instrumental in procuring the Zonta grant for BWMP scholarships. Edrie is our 2006 president—we are so lucky!

**Eileen Traylor** (Out of the Box Internet Marketing), arrangements chair. Eileen coordinates our meetings with the Hilton and she is a good decision maker. Eileen continues to survey members to ensure we offer members what you want.

**Greta Siecinski** (owner, Dustin's Auto Repair), networking chair. Greta maintains the networking table and she is quite the networking queen herself. Greta represents our organization at the Chamber Greeters meetings.

**Helen Lucas** (owner, Help Me Computer Services; sales consultant, Quacktown Products & Promotions), newsletter editor. If you love promoting your business, contact Helen to spread your good news in our newsletter. Helen has taken the newsletter to a higher standard and we all look forward to receiving it monthly.

**Julianne Harris** (executive director, Pre-Paid Legal Services; partner, Mom & Me Clean Sweep Team), programs chair and special events chair. Julianne kept us educated and entertained throughout the year! She also opened her home to us for the Business Babes BBQ. Serving double-duty seemed to energize her!

**Laura McClain**, (designer/owner, Dive In Designs), web editor chair. We are so fortunate to have someone who is willing to update our [wbneugene.org](http://wbneugene.org) on a monthly basis. Laura continues to hone our site into the professional piece that certainly makes us all look good!

**Lori Macedone**, (owner/singer/songwriter of Send-a-Song Singing Telegram), membership chair and past-prez. Lori keeps track of all of you members, reminds you of the upcoming events and produces the directory. She also makes sure that I follow protocol and stay out of trouble.

**Merrie Sennett**, (professional counselor), public relations chair. Merrie has truly put WBN on the map this year and we have received a lot of attention because of her. Merrie does her homework before she makes big decisions and she makes sure we get the most for our advertising dollars.

**Tricia Henry**, (licensed massage therapist), treasurer. Tricia keeps track of our finances and makes certain that we have money in the bank. Tricia is good at explaining the numbers so that we as board members understand fiscal responsibility. I am impressed with anyone who can balance a checkbook!

I thank all of the board members and the membership at large for contributing to the success of WBN this year. Thank you all for the opportunity to serve you as your president. It has been a pleasure for me.

Emily

## NEW MEMBERS

**Jane DeGidio, GOODWILL Employment Counselor/Developer** I help people with disabilities become employed in the community. I provide training and consultation on issues of diversity, race and gender. 968-2999

**Michelle Smith, HOME COMFORT Service Coordinator.** Home Comfort strives to provide "Peace of Mind" to Lane County and surrounding areas in HVAC, duct cleaning, plumbing, and insulation. Re-model, New, or Service. We appreciate you. 342-5300

**Nancy NesSmith, HOME INSTEAD SENIOR CARE Manager.** Home Instead Senior Care is America's most trusted source of affordable companionship and homecare services for the elderly. 485-2273

**Phyllis A. MacLuan, CPA, Owner, PHYLLIS A. MACLUAN, CPA,** helping businesses and individuals fulfill their goals and dreams with accounting services, tax preparation and financial planning for over 17 years. 556-2382

**Kathleen Houghton, Owner, PIONEER NATURAL SOAP CO..** We produce natural beautiful handmade quality soaps, lotions and incense. We carry natural bath accessories and create beautiful gifts. 747-4866

**Sandy Raney, Display Account Executive, REGISTER GUARD.** I have over 30 years of experience assisting businesses with their advertising campaigns. I'm a creative expert and know the ins and outs of this vast medium. Call me! 338-2246

**Katie Nyland, Nail Technician, SATORI SPA SERVICES.** Facial treatments that give instant results. Deep exfoliating micro-current and deep exfoliating microderm abrasion. Relax and unwind with a therapeutic pedicure or manicure. I also do gel nail extensions, paraffin dips, reflexology and waxing. Reasonable rates. 514-1259

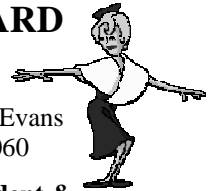
## Network News

published monthly by  
Women's Business  
Network (WBN)

### 2005 BOARD

#### President

Emily Evans  
683-5060



#### Vice President & BWMP Liaison

Edrie Bizak  
686-8591

#### Secretary

Ann Fuller  
687-1483

#### Treasurer

Tricia Henry  
520-6152

#### Membership/Past President

Lori Macedone  
683-7850

#### Programs

Julianne Harris  
515-9600

#### Arrangements

Eileen Traylor  
686-3549

#### Networking

Greta Siecinski  
343-1254

#### Public Relations

Merrie Sennett  
729-3997

#### Greeters

Diane Cheyne  
461-8178

#### Events

Julianne Harris  
515-9600

#### 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

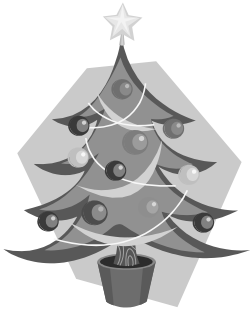
(for deserving members)

*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.*

From **Patti Gordon, J.D. Loan Officer at GMAC Mortgage** commends our amazing (outgoing) board not only for the incredible job they did in putting on such a fun dinner, but also for the great job they did this past year in making Women's Business Network the BEST professional organization I belong to, aside from being the most fun. You and all the members are wonderful, dynamic women who support each other in their individual endeavors.

**Emily Evans** of the **Energy Outlet** says "Congratulations to Diane Cheyne, Budget Blinds of Eugene, who just received a Certificate of Achievement from Corporate Headquarters for being in the top 20 franchises in the nation for Sept sales (out of 1,000 franchises)."

Kudos to **Merrie Sennett**. She just completed her education to become a Licensed Professional Counselor. Good job Merrie!



*Seasons Greetings for a  
Happy and Safe  
Holiday Season!*

## STILL LOOKING!

Looking for news, kudos', announcements and even profiles for the next WBN Newsletter. Submit by January 15 and see YOUR name in print!



## NETWORKING NEWSFLASH!

Members, please remember to bring business cards to the next meeting, as we still have empty spaces in the member's card holders. For new members that don't have a space made for them please leave your business cards in front of holders and the Networking Chair will take care of you.

## DIETING TIPS FOR THE HOLIDAYS

from www.dietbites.com

1. Go Christmas shopping! Walking around in a large mall or shopping center makes for great activity and great fun. You just can't get a better activity combination!
2. The old standard - park your vehicle 'a ways' from the building and walk. Yes, it's an old tip but still one of the best. On your walk to the store, think about the things you want to purchase (your gift list).
3. Wrap those packages! And once yours are all bundled up, volunteer to wrap some more. Local shelters are in dire need of volunteers during this busy season of the year for everything from wrapping packages to delivering hot meals.
4. Take the dog for a long walk through the neighborhood after dark so you can get a glimpse of the pretty lights in the area. Be sure to take a few friends along for safety concerns. Also, take a flashlight and wear light clothing.
5. Throw a Christmas Party. As host or hostess, you'll certainly be getting in more than your share of activity for the day or night.
6. Grab some friends and go caroling.
7. Build a snowman if you live in the northern regions.
8. If you live in the southern regions, get out the rake and bring along some friends. After you've raked up a big pile - well, you know what to do!
9. Bake some homemade holiday bread. It's great exercise due to the kneading of the bread.
10. Do any of the following, depending on where you may live: ice skating, sledding, skiing, horseshoes, bowling, dancing, hula hooping to The Jingle Bell Rock!



## MEMBER NEWS

**Lori Macedone of Send-A-Song Slings Telegrams** says "Add some extra HO HO HO at your holiday party and Send a Song. As a songwriter, Lori can create an original, customized song that can spotlight the boss or the whole staff! Perhaps you'd like to thank a special employee or recap your business' accomplishments. All WBN orders come with extra balloons and free delivery in Eugene / Springfield. Minimum 24 hour advance notice, please. 683-7850.

**From Aimee Mattila of AJM Studios**  
Gallery Opening  
**December 3rd & 4th**  
**10am - 6pm**  
82627 Sears Rd., Creswell  
895-3813

Fine jewelry and sculpture, original designs to satisfy you soul. Come visit her unique workspace and view the large-scale outdoor sculptures. Aimee's studio is a quick 15 minutes from Eugene. Directions: I-5 south to Creswell exit and take a left. Head east for 1.5 miles and just after crossing the river, turn Right onto Sears Rd. It's close, another .8 miles, sculptures in the yard.


**Greta Siecinski with Dustin's Auto Repair** says please remember to winterize your car as the weather is getting colder. We are running several winter specials at **Dustins Auto Repair**, A trip inspection, oil service, and fluid check all for \$33.00. Call 343-1254

**Helen Lucas of Help Me Computer Services** is offering a January Special. Your first newsletter FREE. Including setup. Call 729-1458



PO BOX 1412  
Eugene, OR 97440

**NEXT MEETING**  
**December 1, 2005**  
11:30 AM  
Eugene Hilton



**Member Profiles:**  
Nichole Carter  
Jeanne-Marie Moore  
Shela Gunnink

**FIRST CLASS MAIL**

## Supplemental Policies Can Help Cut Costs

written by Lauren Licastro  
*(Provided by Melanie Foster)*

With the cost of medical benefits rising each year, many employers are shifting costs to employees and their families, implementing high deductible medical plans and lowering catastrophic benefit levels.

Employee-paid supplemental benefits have emerged as a means for employers to offer additional benefits at little or no cost and help employees offset rising out of pocket expenses.

Popular supplemental benefits include those that are designed to cover expenses associated with so-called "dreaded diseases", such as cancer or heart attack.

AFLAC, probably the most well known provider of supplemental insurance first introduced its cancer insurance product in 1958. The product was marketed to small employers that could not afford to offer comprehensive employer-paid health benefits. Since then, even the largest employers have cut health benefits and many other insurers have entered the supplemental insurance market.

Although employees usually are required to pay the full cost for supplemental insurance, they gain access to discounted group insurance rates and enjoy the tax savings and convenience of making contributions on a pretax basis through automatic payroll deduction.

Supplemental benefits also provide employees more choice and an opportunity to personalize their benefits in a meaningful way. For example, employees who have a family history of cancer may choose cancer insurance, while those at a greater risk for cardiovascular disease may choose a policy that covers heart attacks.

# "SECRET SISTER" BIO FORM

Name: \_\_\_\_\_

Birthday: \_\_\_\_\_

Wedding Anniversary (or other special date): \_\_\_\_\_

Favorite colors: \_\_\_\_\_

Favorite foods and drinks: \_\_\_\_\_

Special collections: \_\_\_\_\_

\_\_\_\_\_

What I like to do in my spare time (hobbies): \_\_\_\_\_

\_\_\_\_\_

Other information helpful for me to share: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*The Secret Sister program is voluntary. Members that would like to participate should complete the above information and bring the completed form to the WBN meeting on December 1<sup>st</sup>. (If you'd like to participate, but can't attend the 12/1 meeting, please mail the completed form to WBN - PO Box 1412 - Eugene, Oregon 97440 by 11/29/05)*

*Some no cost ideas for surprising your Secret Sister throughout the year: Send her a poem that would brighten her day, pick some wildflowers and leave them on her door step with a positive note, call the radio stations on her birthday for public announcement, etc. Of course you can spend money on your secret sister if you'd like. Make her favorite cookies and have a friend deliver them to her office to keep your identity a secret! Her bio form should help you if you choose to go shopping. While there is no money required for participation, those that do spend money for their Secret Sister should keep each gift under \$25.00 in value.*

*If you have any questions about the Secret Sister program, please contact: Julianne Harris at 515-9600 **OR** Edrie Bizak at 968-0079 **OR** Chawn Peterson at 514-1073, or any WBN Board Member.*