

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

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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

January, 2005

January's Program

Elizabeth Genevieve, Owner of Genevieve & Associates, has a comprehensive and highly successful background in management and consulting. She spent eighteen years at a Weyerhaeuser Company with positions in Sales and Marketing, Organization Development consulting, and a new business start up. Her topic will be "Meeting Magic"

Our new WBN President, **Emily Evans**



is very excited about the coming year and her new leadership role. If you don't yet know Emily, the following is a short introduction. Emily loves to hang at the coast and is a big Rolling Stones fan. She's a gourmet cook and is very proud of the men in her life...Dix, her husband and Bob and Ed, her dogs. Emily works out almost every day and can't leave popcorn alone. She was last year's WBN woman of the year and is active in the Eugene Chamber and at the Extension Service.

From the Board Room

The board meeting this month was held at outgoing President Lori Macedone's home. After a potluck of gourmet snacks and an 'Elvis Surprise', gifted to Lori by the board ("Giving her a bit of her own medicine" as one board member was



Lori Macedone was "All Shook Up" when Elvis arrived.

overheard saying), members buckled down to the business of discussing the proposed budget. Approval of the final budget was tabled until the January meeting due to adjustments that will have to be made.

The meeting was a 'changing of the guard'. Officers and board members, old and new were in attendance. Files and records were exchanged and new board members received their final induction.

Regular board meetings, where the business of the organization occurs, are held at West Coast Bank on the third Tuesday of each month. Members are always welcome.

♥ February's Program ♥

Joseph Casey is a hypnotherapist with strong interests in enhanced recovery from surgery and injury, and how to get over, through, or around the things that bother us. He practices in Eugene, Oregon and works with clients in person, by phone, and in groups. **Joe will be speaking on what Mind-Body Surgery Research Tells Us About Extraordinary Healing.**

President's Message

by Emily Evans

“You Betcha!”

Happy New Year to all of you wonderful women of WBN! With the holiday season almost behind us, we move on to a new year with resolutions, fresh ideas and a positive attitude. Not you? No diet? No extreme exercise routine? No vows to improve or change something? That's good—don't change a thing. I like you all the way you are.

So, what does the New Year bring? For me, it means I am WBN's new president—a big “wow” for me. I have some really big shoes to fill (don't take offense, Lori) and some big challenges ahead of me. Am I ready for this? You betcha! Am I apprehensive? You betcha! But look at our membership and our board of directors. I have your support, your encouragement and your knowledge all at my fingertips. You are all just a telephone call (or an email) away. So, I am ready to face the challenge.

I have been a WBN member for six years and I have had the privilege of serving on the board for four years. I believe that I have grown personally and professionally and I owe it all to you. I am telling you this because I want to encourage all of you to get involved. Our board chairs all have responsibilities and they can always use help. This organization has continued to develop because of women like all of you. Maybe you aren't going to change your diet, clean out your closets, exercise more or quit smoking. Maybe you don't have the time to serve on a committee. But you can enjoy the company of one (or more!) of our members by dipping into the networking basket.

On a personal note, I received an overwhelming shower of love and support from you all when I lost my mom in October. I cannot begin to tell you how much I truly appreciate the cards, flowers and thoughtful words. I can say that it is because you are who you are that all those kind gestures are very touching to me. You have all helped me work through this very difficult time in my life. That is just one example of what WBN does for me. I hope that as your president I can do something for you. Happy New Year!

Emily

NEW MEMBERS

No new members

Changes and Corrections

Tammy Everall of **Everall Design Studio** has a new email address:

te@everalldesign.com

Helen Lucas of **Help Me Computer Services** and **Adverteising Products and Promotions** has a new mailing address:

PO Box 41832

Eugene, OR 97404

WORDS TO LIVE BY

- ♥ Always keep your words soft and sweet, just in case you have to eat them.
- ♥ If you can't be kind, at least have the decency to be vague.
- ♥ Never buy a car you can't push.
- ♥ Nobody cares if you can't dance well. Just get up and dance.
- ♥ Birthdays are good for you. The more you have, the longer you live.
- ♥ You may not be the only person in the world, but you may well be the world to one person.
- ♥ Some mistakes are just too much fun to make only once.
- ♥ Don't cry because it's over; smile because it happened.
- ♥ We could learn a lot from crayons; some are sharp, some are pretty, some are dull, some have weird names, and all are different colors but they all have to learn to live in the same box.
- ♥ A truly happy person is one who can enjoy the scenery on a detour.

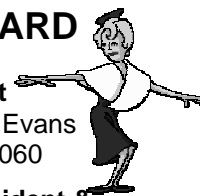
Network News

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Women's Business
Network (WBN)

2005 BOARD

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Emily Evans
683-5060



Vice President & BWMP Liaison

Edrie Bizak
686-8591

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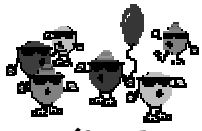
Web Editor

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.



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. #

Lori Macedone says "Bravisamo!" to **Brindiamo Catering** and **Excelsior Inn** (Cris Bisch) for the most awesome food service and catering she's ever witnessed. Says Lori, "I'm totally spoiled now! I'll never go back to preparing my own party again." Lori and her husband enjoyed their 23 guests and never even had to wash or touch a single dish! Thank you!

With the new year approaching, it is a good time to get organized. The following are some organization tips from www.restoreorder.com.

1. Don't keep different calendars for family and work activities. Put them all in one place so nothing falls between the cracks.
2. Set up a maintenance schedule to keep things organized in support of your priorities.
3. Write down the traditions that are most important to you. Let go of the ones you don't much care about.
4. Didn't get holiday cards in the mail? Never fear! Choose a different holiday – like Valentines Day – to send out cards. Things won't be as hectic and your message won't get lost in the sea of other holiday greetings.



R to L Tammy Everall, Tara Kemp, Barbara Gleason

Last month, members were enlightened by our own graphic design panel. We walked away with a little more appreciation about the importance of our visual presence when marketing our businesses and even got a few ideas. Thank you Tammy, Tara & Barbara.

Candles...

Are they Friend for Foe?

Submitted by Susie Piper



This is the time of year when we close our doors and windows to keep the cozy warmth inside. It is also the time of year when many of us start to burn those wonderful smelling candles. If you are one of those people, please keep on reading. It could be very important to your health.

When we burn a candle in a glass lantern, we have all seen the black soot that accumulates on the glass. When we burn candles in our home, we are putting the same nasty black soot into the air we breathe. If the candles are made overseas and sold inexpensively here, they may have lead in the wicks. Lead is carcinogenic.

But fear not! There are SOOTLESS OR LOW SOOT CANDLES available! The best place I have found for good smelling safe candles is Cascade Candle on Airport Road and Valley River Center. They make the candles right here in Eugene and all the ingredients are non-toxic. Down to Earth has tapered smoke free candles made in Denmark. If you know of more places to get low soot candles, please share that information.



Helen Lucas of 'Help Me' Computer Services is offering a special during the month of January. If you've always wanted a monthly newsletter for your clients, but never quite got around to it, now is your chance. Sign up for a FREE one-page newsletter (\$35.00 value), provide content to put in the newsletter and Helen will design and produce a master for you to print and distribute. Call Helen at 729-1458 more information.

MEMBER NEWS

Eileen Traylor and Laura McClain announce...

One-Stop Web Shop

Eileen Traylor and Laura Winkleblack of **Out of the Box Internet Marketing** and Laura McClain of **Dive In Designs Website Development** are now sharing office space. After working together for several years to help clients create and market websites, it just made sense to join forces in one location. If a new or revamped website is one of your New Year's resolutions, stop by and say hi! We are located at 329 W. 13th Suite D in Eugene, just east of Berg's Ski Shop.

Sheila Craven with SCORE announces a one-day seminar:

Formulas for Small Business Success. Anyone who operates their own business, or who is planning to start a business should get advice from experts that helps pave the way to success. Often this kind of training requires more time and money than most of us can spend. But what if you could get a crash course that covered the major business topics for under a hundred bucks—way under. That's exactly what your local SCORE chapter will provide in January.

Plan to attend on Wednesday, January 19, 2005 from 8:30 a.m. to 4:30 p.m. The fee is \$60. Go to www.willamettescore.org for a registration form, or email info@willamettescore.org for more information. Description and registration forms are also available at the Eugene Chamber of Commerce on Willamette at 14th.

Nina Cherry, Counselor and Coach says let 2005 be the year you FIND YOUR LIFE PARTNER! Join the 8 week True Love Women's Group with Nina Cherry, Counselor and Coach. The focus is on opening your heart, changing negative self-talk, and processing inner obstacles to love. The group meets Wednesdays 7-8:30p starting January 26. \$15 per week. Inquire about supplemental coaching sessions with discounts for T.L. group members. Call Nina at 541.997.9983 or email nina@NinaCherry.com.



PO BOX 1412
Eugene, OR 97440

NEXT MEETING
January 6, 2005
 12:00 PM
 Eugene Hilton

Speaker:
Elizabeth Genevieve,
Owner of
Genevieve & Associates

Her Topic:
"Meeting Magic"

FIRST CLASS MAIL

Meet Member
Cathy Stewart
NEXT FINANCIAL GROUP

Life was full of changes, goals and hard work from the day Cathy Stewart could walk. She was born in Oklahoma on a farm, with no bathroom, running water or electricity and with just four walls and a roof over her head. Her family survived storms, snakes

and hardship and she lost her father at the young age of 10. Her mother, with four children and a new husband, moved to Oregon when Cathy was 13. Cathy started to work for a neighbor, doing housework and ironing the day they got to Oregon. That never stopped. During high school, she worked in orchards, bean fields, childcare, as a cashier, in restaurants, as a clerk in freight and modeling. After high school graduation, she worked as a secretary, ad clerk for a newspaper, bookkeeper and went to school at Eugene Business School and University of Oregon.

Cathy decided that she wanted to be an airline stewardess, so off to Los Angeles she went. She had to be 21 years old, so worked at a bank while she went to school. But a special person decided he wanted her to stay in Eugene and get married, so that was the end of that career.

She decided that she needed a good job, so went to work for Pacific First Federal Savings & Loan where she worked for 30 years in different positions. She became a corporate officer. After seeing the hardships of her mother, father and stepfather, her goal was to be educated and independently wealthy. She worked hard and never bought anything unless she had the money. She built two homes, went to school and got her education. She says she would still be at Pacific First Federal (now Washington Mutual) but was offered early retirement and went to work for another bank. The new bank encouraged her to get her license in insurance and securities, which she did.

After two years, she was encouraged by a friend to open her own practice as a financial representative. She had the practice for 6 years and decided to sell. It was a big mistake as she missed her customers and they missed her. After a year, she opened her practice again.

Cathy has a real estate license, as well as a license to sell life, health, insurance and securities. She says "I love to help people with their investments and teach them how they can learn to save and invest wisely." She says "Working also keeps my brains from getting rusty. Service is what keeps my customers."

TODAY

Outside my window, a new day I see,
 And only I can determine what kind of day it will be,
 It can be busy and sunny, laughing and gay,
 Or boring and cold, unhappy and gray.
 My own state of mind is the determining key,
 For I am only the person I let myself be.
 I can be thoughtful and do all I can to help,
 Or be selfish and think just of myself.
 I can enjoy what I do and make it seem fun,
 Or gripe and complain and make it hard on someone.
 I can be patient with those who may not understand,
 Or belittle and hurt them as much as I can.
 But I have faith in myself, and believe what I say
 And I personally intend to make the best of each day.