

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

March, 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 the WBN PO box or e-mail to:

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

AFFAIR OF THE HEART



Laura McClain, DIVE IN DESIGNS at the WBN table

Wow, what teamwork! From **Lori Macedone** making signs, providing balloons, and doing the set-up according to constantly changing guidelines, to **Cele Hennigan** donating the flowers, to **Tammy Everall** ordering more brochures. From **Julianne Harris** (who provided candy) and **Edrie Bizak** making WBN business cards to **Susie Piper, Emily Evans, Laura McClain, Kalyn Gibbens, Edrie Bizak, Tammy Everall, Julianne Harris, Julie Schulte, Kathryn McGinnis, and Chawn Peterson** staffing the table. And then there was **Peggy Johnson** taking photos and **Greta Siecinski** helping pack everything up. The event was well-attended and plenty of fun.

We had a great looking table and connected with a lot of women, some who may attend our next meeting and perhaps even become a member. Others took members' business cards in order to patronize women-owned businesses. Just what we'd hoped for. A big THANK YOU to all involved!

Don't Miss This Month's Valuable Program:

"When They Say They Have No Money"



Most people in sales or business development are stopped dead in their tracks when the potential client or customer says they have "no money". It is a universal objection and a safe haven for most buyers. On March 3, at the WBN lunch, Paula Creekmore of the **Sandler Sales Institute** will help us see some new strategies for dealing with this problem, and insights to help us get a fresh perspective on this all too common objection.

Paula Creekmore is co-owner of the **Sandler Sales Institute of Oregon**. In 1996 she and her business partner, Dennis Hungerford, purchased the franchise from Sandler Systems, Baltimore, MD. Sandler is an international sales and management training company with over 200 offices worldwide. While Paula and Dennis train and consult, all over the state, Paula resides in Eugene. Her 30 years of sales, management, and training experience allow Paula to bring a practical and lively approach to training.



FOR THE APRIL MEETING

We will be meeting on the **2nd Thursday** (April 14) of the month. Our speaker will be **Barbara Wirtz of Wirtz Consulting**. **Barbara** is known as the "idea architect" for her ability to show people how to convey and implement their ideas effectively.

President's Message

ROLE MODELS by Emily Evans

March 8th is International Women's Day, a day of education and empowerment. International Women's Day began in 1908 and is now a celebration of the strength and courage of women and the gains that they have made in improving their lives and those of their sisters.

I am one of those lucky individuals who had a variety of good female role models. As a child my mother encouraged me to always learn something new. She was also the first "women's libber" that I knew—women should have equal rights in the workplace, in politics and at home. Mom taught me how to stand up for myself and to mind my own business. She worked hard to earn her PhD, which she used to help other women improve their careers and their lives.

My mom's mother had a different role for me. Grandma Minniehood taught me etiquette. Respect your elders. Use the right silverware for the right course. Never wear white shoes before Memorial Day or after Labor Day. I never intentionally embarrassed Grandma in public.

My mom's aunt taught me how to laugh! We watched a lot of I Love Lucy together. She also taught me how to play cards—I'm pretty good! Aunt Maymie believed that if you could tell or laugh at a good joke and play games you were a good woman.

My dad's mother taught me about things my parents did not approve of. Grandma Ikey tried to erase all of Grandma Minniehood's hard work. My mom thought she was a pain in the _____. I thought she was fun!

My mother-in-law taught me that age is a state of mind. Some women are born old--those women don't have a life. Bernice is 88 years old and still movin' and shakin'. She commutes to another state to take art classes and to enter her paintings in shows nationwide. On January 11 she lost her house in the Southern Utah flood. She is currently helping her neighbors get their lives back in order instead of worrying about her own demise.

My sister-in-law, who is an old and dear high school/college friend, taught me to be brave. Lynn has lived with a serious illness since she was nine years old and I learned from her not to sweat the small stuff. She also lost her home in the January flood and she looks forward to help rebuild the community. Lynn also picked out my husband—we've been married for 34 years!

Throughout my working life and various occupations I have run across some amazing women. I have gleaned much from girlfriends, teachers and business associates. I had some good male role models, too, but I would rather talk about the women.

I have gained knowledge, skills and confidence from WBN. I believe that WBN is a role model for our community. On March 8th take a moment to thank another woman for helping you be the woman that you are.

Emily

NEW MEMBERS

Lisa Renee Anderson, Coach CAREER AND LIFE COACHING
Over 20 years experience facilitating progressive and motivated people to create exceptional lives. I specialize in mid-life career changes, major life transitions, and moving new business ideas into action.

Barbara Brunton, Business Manager, EUGENE AREA CHAMBER OF COMMERCE, a dynamic organization of 1,200 members working to build a healthy local economy, champion business interests with government and provide networking opportunities.

Anne Michalski, Director of Membership, EUGENE AREA CHAMBER OF COMMERCE, a dynamic organization of 1,200 members working to build a healthy local economy, champion business interests with government and provide networking opportunities.

Elizabeth Tager, Community Relations Director, FARMINGTON SQUARE, offering community style senior retirement options including: Assisted Care, Enhanced Care, Memory Care, Day Services and Respite programs. "We are small enough to care a little more".

Jo Schechter, M.A., Account Management, THE BROWLIN-JOHANNES GROUP - THE GUIDE. We publish annually The Guide, a directory of senior programs and services in Lane County. We will be publishing other types of directories also.

Elaine Hartley, Fashion Coordinator, WEEKENDERS
Weekenders delivers the perfect line of clothing for Women who feel frustrated trying to find something that is simultaneously, flattering, professional, and comfortable to wear. Easy care, no Ironing or dry-cleaning.

Jo Schechter, M.A., Marketing Consultant YOUR PATH TO SUCCESS Enhance your life. Live your dreams. Love what you do. Success will follow. Develop a marketing plan. Be free from any limited thinking. I support you on your journey to success.

Network News

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Women's Business
Network (WBN)

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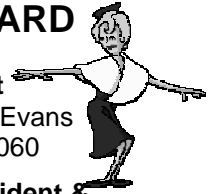
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Helen Lucas
729-1458

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.

Merrie Sennett recognizes **Tammy Everall of Everall of Everall Design** with a BIG thank you to for designing our ad in the Register Guard Business Forecast section! Great Job Tammy!

URGENT! MENTORS FOR BWMP NEEDED

Most of us need a little boost at times to help us get going, or to reach the next level of success in our business. The **Business Women's Mentoring Program** has been operating for nine years to provide that boost for dozens of women entrepreneurs. This is a very successful program, sponsored jointly by WBN and LCC's Business Development Center. It is so successful that the program has WBN members waiting in the wings for available mentors.

Think of the pleasure you could enjoy as a successful, experienced business owner or operator when you spend a few hours a month for one year to help give the next successful entrepreneur the guidance she needs. Membership in WBN is not required; five years of business experience and the desire to give back is what BWMP is looking for. If you think that you, or someone you know, can spend a few hours a month in this rewarding endeavor, please call 463-5255, or go online to lanebdc.com/bwmp.htm

Membership Chair, Lori Macedone is excited to announce that after every WBN board meeting, she will be e-mailing members the latest update of new members so you will now be able to print them out and keep your directory current.

Member **Joy Du Yan.** is in transition from an intense surgery and recovery since mid October. She will be going to live with her son (a Pediatric Surgeon, MD) in San Diego. She is still very weak but as come a long way toward recovery. Speak with member Christine Redmond @ 968-0478 for more information.

A NOTE FOR WBN MEMBERS

The **Network News** is YOUR newsletter. This is just a reminder for everyone who is reading this column to submit your 'Kudos' to express appreciation for a job well done, to thank someone, or to just recognize a fellow member for good business practices; share news about your business, your personal life, or an upcoming event; or write an article of interest pertaining to your area of expertise. How about a business profile? We all want everyone to know us a little better and we are here to share information about what we do as well as offer and provide support for others in the group. The profile section of the newsletter is the perfect place for maximum exposure to all of our members. Just e-mail newsletter@wbneugene.org before the 15th of the month and help WBN members get to know you better. (Submissions are printed on a first come, first serve basis.)

Member Changes and Corrections

A new business number for the **Laura McClain of DIVE IN DESIGNS** - 868-1254.

Gena Hutton will now be representing **ME AND HER DESIGNS**. Gena can be reached at 968-3759.



A. T. Still University and the Arizona School of Health Sciences (ASHS) will confer a professional Doctor of Audiology (Au.D.) degree to **Gail H. Leslie** and **Sandi L.B. Ybarra**, at the ASHS Spring Commencement. Drs. Leslie and Ybarra are doctors of audiology practitioners and owners of Hearing Associates with offices in Eugene and Florence.

MEMBER NEWS

Merrie Sennett, COUNSELING & CONSULTATION is doing a mini-workshop on *Reconciling Spirituality and Emotions* on Tuesday, March 8, from 7-8:30 p.m. at the Tamarack Wellness Center. \$15 pre-paid; \$18 at the door. For more info call her at 729-3997. To register call Tamarack at 683-7506.

Robin Retherford, ACTION COACHING says come network and schmooze with other professionals in a comfortable atmosphere for the "**Almost Spring Biz Mixer**" **March 4th 2005** @ Helios Creative on 465 Washington St. \$5 at the door. **Time:** 5-7pm. **RSVP** to: robin@actioncoaching.info or 686-2720.

Sales workshop: March 18

Topic: "Maximum Sales By Mastering the Sales Conference". **Location is at the Town Club, 975 Oak, Eugene OR.** **The price - \$5.** To see a schedule for future workshops go to www.broomeretherford.com and click on the "Best Year in Sales! Workshop Series Link. Contact: Robin Retherford, ACTION Coaching
Zonta International is having their annual luncheon on International Women's Day 3/8/05 at noon at the Eugene Hilton. Federal Judge Anne Aiken, Priscilla Gould with United Way, Cheryl O'Neill with Women's Space and the Eugene PD's Crime Prevention Specialist Tod Schneider will speak on "Eliminating Violence Against Women". Tickets are \$25 and proceeds will benefit women in need in our local community. Call Edrie Bizak for tickets at 686-8591. Limited seating!

Member **Jo Schechter** announces that the 52 page directory, The Guide, a Directory of Senior Programs and Services in Lane County will be available by February 18th. To reach her for any of her services, you can call 541-914-9434.



PO BOX 1412
Eugene, OR 97440

NEXT MEETING
March 3, 2005
 12:00 PM
 Eugene Hilton

Speaker:
Paula Creekmore
 of the
**Sandler Sales
 Institute**

Her Topic:
**"When They Say
 They Have No
 Money"**

FIRST CLASS MAIL

Meet Member JOHANNA DAHLIN, Mary Kay Cosmetics

Life is full of challenges and if challenge really does build character – I confess to being a character (and a survivor and a warrior) because of my perseverance and tenacity. I was raised in San Francisco during WWII years of rationing and going without but I didn't realize we didn't have anything until I was in high school and saw how my new friends lived. This energized me to be a high achiever and overcome obstacles. I couldn't afford college so took classes in high school that would always ensure me a job, and they did. I've worked for 2 corporate presidents, a city manager and mayor, and 7 chiefs of staff.



During that time, I married and had 4 children; divorced him 12 yrs later and became single parent to a 3, 8, 10 and 11 year old until they finished school and went off to seek their fortune. They did and have made me a very happy grandma of 5 (who are now 6, 7, 8, 18 and 20). I did not remarry.

Eighteen years ago, in addition to working and building my retirement benefits, I got very brave and started a business in my home – Mary Kay Cosmetics. My job salary was my bread money and Mary Kay became my dessert money and provided all the extra fun stuff I was always doing without. It became a part of me and something I love and continue now, well into my job retirement. Mary Kay is such fun and rewards me over and over again each time I help a woman look and become her very best. Life is not about makeup. I'm talking self-esteem and confidence. I'm an expert and stay trained and knowledgeable with our leading-edge, government-patented, animal-free, state-of-the-art products. Mary Kay is one of the largest direct selling skin care and color cosmetic companies in the world. We are 100% guaranteed and have customized formulas for every skin type. Are you dry and getting too many wrinkles or too shiny and dripping oil? There are no fees for my services and include whatever you want – skin care facial, glamour makeover, wardrobe makeover, wedding makeover, photo makeover (portrait, drivers license, security ID, etc.) No purchase is ever required. Customer service is my specialty. I carry a complete inventory. Free delivery is immediate. Check out my website at www.marykay.com/jdahlin. Call me anytime. I'd love to give every member of WBN a free makeover – wouldn't that be fun! Enjoy a special 20% discount during your first appointment with me.

Note: You too can have your profile published here. Submit to newsletter @wbneugene.org by the 15th of the month