

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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Inside This Issue

Presidents Message.....	2
New Members/Changes.....	2
Kudo's.....	3
2 nd Business Additions.....	3
Member News.....	3
Board Nominations.....	4
Identity Theft.....	4

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

November, 2004

This Month at WBN...



Annual Dinner & Gift Exchange

Every November we forego the usual luncheon and celebrate each other and our successes at our only evening affair. And an affair it is. Come early and enjoy the harpist. Mingle with newfound friends and business associates and renew old acquaintances. Don't forget to bring a gift for the gift exchange. This year the theme will be "Pamper a WBN Friend". Social Hour begins at 5:30 and we will be in our usual place at the Eugene Hilton, 12th floor. This is a prepaid event, so be sure to make your reservation by the 29th of October.

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MEMBERSHIP CHANGE

The board of directors recently made a change, allowing members to add a **second** business for a discounted annual fee of only \$30. The board stresses that this change gives members the opportunity to promote more than one business, however, we remain a 'member' organization (as opposed to a 'business' organization). In other words, members belong to WBN, businesses do not. If you would like clarification, you can call or e-mail any board member.

AND NEXT MONTH...

Graphic Design Demystified

This informative and educational forum will be presented by WBN's three graphic designers; Tara Kemp, Tammy Everall and Barbara Gleason.

Our member experts will fill you in on all the Who's, What's, When's, Where's and Whys of Graphic Design. They'll cover topics such as how to choose a graphic designer, how to be prepared to work with your graphic designer, and designing PR materials as effective marketing tools.

Whether you have worked often with a graphic designer or are just considering developing PR materials for the first time, this forum should give you the tools you need to successfully proceed.

Plenty of time will be allowed for questions and answers.

"In today's visual world, the works created by graphic artists are among the most powerful vehicles for communicating ideas in our society. A successful illustration can single-handedly sell a product. A successful logo can single-handedly evoke a company's good will in the public mind. A successful poster can single-handedly move an entire population to action."

Graphic Artist Guild Pricing and Ethics Guidelines, Eleventh Edition, 2003.

Hearfelt condolences to Emily Evans who lost her mother during the last month.

SPEAKING OF PARKING

We have been advised that there is another annual shindig at the Hilton the same night as our Annual Dinner! They are expecting 700-800 people, which means **parking will be at a premium. It may be a good idea to carpool if you can.**

President's Message

by Lori Macedone

"Seeds Of Change"

I have been a member of WBN for eleven years, have answered the WBN message line for seven and have served on the WBN Board of Directors for five. When I was V.P. last year and learned there would be seven new board members, several women said they felt sorry for me because it would mean a whole lot more work. I disagreed. I looked at it as a remarkable opportunity to plant seeds of change.

I have always been an idea person, happiest when I can be creative. I love to brainstorm and problem solve. I'm also a very trusting person and I have a tendency to believe other people are more like me than not, so it was natural for me to think, of course, that this new board would bring their own brand of entrepreneurial thinking to the boardroom. And did they ever! The seeds not only got planted but they sprouted very quickly and the WBN garden flourished!

Many of these gals didn't even know each other's names no less who they were (or who they thought they were, or who they thought we were.... see August's President's message "Six People In The Room"). People need to feel comfortable around one another for progress to happen. My solution? Have a party!

Parties are only as good as the people, food and music. I knew we couldn't go wrong if I asked everyone to bring a sample of their favorite food, their favorite music and to bring along a little "show and tell". (WBN Quiz question #1: Which board member brought a Boy Scout scarf?)

Instead of business attire, they were asked to wear comfortable clothes such as sweats and slippers. We learned even more about each other when we decided to play "Three Truth's And A Lie". (WBN Question #2: Has someone really been a guest on Oprah?)

We shared a fun, interesting afternoon filled with lots of laughter and "Oh Wows" in a relaxed atmosphere. It broke the ice so that the stage for the boardroom would be warm.

I wish I could tell you how excited, thrilled and proud I am and how much I'm looking forward to honoring this year's amazing WBN Board of Directors, but I'm limited to 500 words in this message. I could easily double that about each one of these incredible women. Suffice to say that on November 4th, they will have their praises sung, though I'm not promising that literally. I also will relish in the delightful report of all that we accomplished together as a team.

So let's dress up a bit and be of celebratory heart as we recap the year together. We will vote for the 2005 Board, another honor and lineup I'm proud to present. We will also reveal our 2004 Woman of the Year, who has more than earned her kudos. I promise you a very memorable evening. After all, parties are only as good as the people, food and music.

NEW MEMBERS

Barbara Gleason owner of **B GLEASON DESIGN**, a graphic design, illustration & production company providing visual & written solutions for small to medium-sized businesses and governmental agencies. We enjoy providing outstanding customer service. New phone & fax is 345-3974.

Paige Summers with **MORTGAGE LENDING**. Lending and construction.

Shela Gunnink with **SHORELINES GALLERY**. Jewelry and art.

Susie Piper with **BREATHE EASY**, bringing fresh mountain air into your home and work place. Help with allergies, asthma, dust, mold, odors, headaches, and more.

Cris Bisch with **EXCELSIOR INN AND BRINDIAMO CATERING**. 14 guestroom Inn and restaurant serving breakfast, lunch and dinner. Catering grand affairs throughout Oregon.

Elizabeth Genevieve with **GENEVIEVE AND ASSOCIATES ORGANIZATIONAL CONSULTING**. Tapping the power of meaningful involvement to become a highly successful organization.

Tamara Shields with **ARBONNE INTERNATIONAL**. Arbonne's botanically based, cruelty free products are formulated in Switzerland, made in America. Arbonne offers premium skin care, color, nutrition and aromatherapy products.

Angela Egremont with **SAY IT RIGHT**, a writing and editing service, including proofing and typesetting; correspondence, business/personal profiles, annual reports, brochure copy and layout, press releases, newsletters, resumes, manuscripts, promotional appeals and related special projects.

Changes and Corrections

Laura McClain with **Dive In Designs** has a new phone number - 968-1362.

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

Eileen Traylor
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

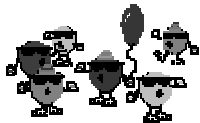
Web Editor

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.



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'.
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A bouquet of thanks to **Pamela Mathis** of **Gaviotas Painting** for a superlative professional job painting my house!! Your crew was very professional, on time, courteous, tidy and had meticulous detail. They have created a lasting job, which enhances not only the value of my home but our neighborhood as well. I highly recommend your business to everyone! Anyone who is interested in seeing this beautiful result, call me at 484-6751. **Melanie Foster (AFLAC).**

Tammy Everall with **Everall Design** would like to extend a whole-hearted thank you to **Nicole Lawless** of **ENAMELED-REPLENISHING NAIL SERVICES** for the wonderful and pampering pedicure. What a treat. Thank you Nicole, my toes look fabulous, even weeks later!and thank you to the WBN BOD for this most delightful gift!

A SPECIAL NOTE FROM Emily Evans
Thank you all for your condolences, your kind thoughts and your hugs. It is comforting to know I have such good friends.

2nd Business Members

Helen Lucas, owner of 'HELP ME' **COMPUTER SERVICES** offering private, personalized computer help and services; accounting/bookkeeping; computer classes; newsletters; brochures; word processing & outsourcing.

ALSO

ADVERTEISING PRODUCTS & PROMOTIONS. Enhance your marketing efforts and promote your business with personalized promotional items and great service.

Julianne Harris, VP of CAR HELP OREGON "For anything Automotive". Your call will be immediately routed to a participating CAR HELP Service provider that provides exactly the automotive service you need. Call 1-800-CAR-HELP (1-800-227-4357)

Web editor, Laura McClain of Dive In Designs is adding more to our website including a Picture Gallery. If you wish to opt out of your picture being included please let her know at website@wbneugene.org

Keeping up with E-Mail?

Please note these member changes

Emily Evans

emilyaevans@msn.com

Kaylyn Gibbens

kalyngem@hotmail.com

Kathryn McGinnis with M&M Quality Construction

mmqualityconstruction@msn.com

Tamera Drinkwater, RN of PRN CONSULTING

PRNConsulting@hotmail.com

Chawn Peterson of Glassworks

chawnpeterson@myway.com

Diana Leach

trustdml@comcast.net



Rosemary Busby announces some exciting upcoming events being offering at the LCC Business Development Center and contact Rosemary at 463-4622 or busbyr@lanecc.edu.

- Build a Foundation for Your Business#
- Learn Microsoft Word for Legal Professionals#
- Effective Leadership Equals Success#
- Understanding the First Steps in Business#
- Interface with Visual Basic 6.0#
- Frontline Leadership Certification Seminar Series#

MEMBER NEWS

Nichole C. Carter announces speaking engagement's offered through Lane Community College Adult Continuing Education : **Know Your Credit** - What does your credit say about you? What is a FICO score? Learn how to get a copy of your three credit reports. Learn how to remove negative information. Learn what Lenders look for. Have you been denied Credit? Manage credit card debt & get out from under it! **OR Manage Your Money** - Learn why you overspend and how to control it. Learn how to remove the temptations. Learn to make a budget that works for you. Remove the "Fat" in your budget. Learn to save money. Learn how to get out of credit card debt and become debt free. Call 541-463-5252

Robin Retherford of ACTION COACHING says "Do you want more support, resources, tips and help with your marketing? Robin Retherford is offering a free month of business coaching in her "More Business Accelerator Program". Try it, the price is right!" Email: robin@actioncoaching.info

Ker Cleary will be giving a series of free talks on various topics related to Contemplative Psychotherapy over the next several months. The talks will be held on the first Thursday of each month, beginning November 4th. Each talk will include useful information, a skill-building exercise, and a Q&A period. Attend the whole series, or just one! Bring friends and family! Plenty of free on-street parking and the cost is **Free!** The time will be 7-8:30 pm. For more information, call Ker at 349-0595.

From **Annetta Forrer with Western Rivers Girl Scout Council..** Were you ever a Brownie, Girl Scout, or Girl Guide? If you were a Girl Scout as a girl or as an adult, Girl Scouts of Western Rivers Council would like to connect with you for an informal program called Girl Scouts Forever. The program even has a patch and pin! There is no charge for Girl Scouts Forever (although there is a small charge for the patch and pin). Go to our website www.wrgirlscouts.org and look at the Alumnae tab for more information or call 485-5911. extension 112 to talk to Annetta about your interest.