

Women Supporting Women in Business

WBN Mission Statement

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



Network News

ON THE SLATE FOR APRIL

Maurine Cate

CEO, McKenzie-Willamette Medical Center

Thursday, April 2, 2009 • 11:30 a.m.

Hilton Hotel, 66 E. 6th • Eugene, OR 97401

CONTACT INFORMATION

P.O. Box 1412
Eugene, OR 97440

www.wbneugene.org

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WBN meets the first Thursday of every month, 11:30-1:30 pm, at the Eugene Hilton Hotel, Vista Room, 12th Floor, 66 E. 6th, Eugene, OR 97401 (541-342-2000).

Submit newsletter items to:
**WBN, P.O. Box 1412
Eugene, OR 97440**

or
newsletter@wbneugene.org
(Deadline is the 15th of the preceding month)

Newsletter Editor
Angela Egremont • 343-0917

Pace-setter Maurine Cate to Speak in April

With her 15- to 20-mile weekly runs, Maurine Cate is like the hospital where she was appointed CEO in 2007: "On the move!"

Maurine has been setting the pace in developing her vision for McKenzie-Willamette Medical Center in Springfield, Oregon.

Her vision includes creating a culture that embraces continuous quality improvement through physician and employee collaboration and meeting the needs of the community. Join us on April 2 as Maurine shares some of the experiences that have made her the leader she is today.

The WBN newsletter is about to undergo an editorial change. After several years as Editor, Angela Egremont is taking a back seat to become Assistant Editor and your Editor will now be new WBN member, Joyen Pendowski of Ruby Porter Marketing & Design.

President's Message

Time to Plant Those Seeds

So you call this Spring? Last weekend while playing golf, I was treated to all four seasons in one four-hour span. It started out well enough that balmy, sunny morning.

A cloud cover slowly appeared after an hour, followed by a very chilling wind. On came the ski hat, gloves and a heavier jacket. Then it began to shower,

no, make that sideways rain. On came all of the rain gear.

It wasn't over. The snow and the mini hail lasted only a while and then the sun peeked out again with a double rainbow towering over the golf course. In the fourth hour, the sun was so maddeningly bright and warm that we peeled off at

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NOTE: To members whose companies write checks to pay their dues, please note in the Memo section the name of the member as it is often impossible to determine who the payment is for. Thanks!

President's Message

Continued from page 1

least three layers of clothes. It turned out to be a beautiful day, and I had a good score.

What's my point? We can't control the weather on the golf course, just as we can't control what happens to us in our lives 10% of the time. But 90% of our lives is determined by how we react. See? I could have left when it started blowing and then spent the rest of the afternoon at home doing laundry and cleaning toilets, frustrated and depressed that I did not wait out the storm.

That's what many of us are doing now—hand-wringing and waiting out the storm. We do have some serious



economic challenges and we cannot control what happens in the wider setting. Yes, things are tough right now (the 10%), but it is up to

us to be proactive and plant the seeds for the future (the 90%) while business is slow and we have the time.

It is spring, and while we are waiting for the summer of our future, what are we doing to build and improve the foundation for our future business success? Lay the groundwork—not seeds, silly—for business. Get back to basics.

A realtor friend is out driving the neighborhoods looking for prospective homes for her clients. She hasn't done that in 25 years. She didn't have to; she does now. Don't forget to think strategically—don't just focus on the short-term. Get things lined up for the long-term.

What can you do to plant seeds for down the road? Who can you contact? What can you communicate that might not pay off right now, but will give you a head-start on the future (or when the economy recovers)?

Another friend in sales is networking like mad, attending as many events as possible, establishing relationships, getting her name out there, being visible. A third friend in finance is visiting all of her current and former clients, bringing them helpful information on how to budget and pay themselves first during this stressful time.

People will have money again to buy more of your services and products, but will they know who to call? Will they remember who was there for them during the good and bad times? Here's a golden opportunity to get a jump on the future by budgeting some quality time now to sow those seeds. They will eventually flower into the garden of your dreams.

Peace!
—*Lou Panni*

WBN Offers Sponsorship Opportunities to Promote Your Business

WBN's Business Development Committee is pleased to announce new promotional opportunities, beginning at our April meeting. Those who are interested in sponsoring the next meeting will place their business card in a marked basket at the registration table. We will be drawing a business card at the conclusion of the meeting to determine who will be the next month's meeting sponsor.

Sponsorship includes: (1) your banner or sign displayed at the meeting; (2) your materials on display at a separate networking table, and (3) your 3-minute presentation to the meeting's attendees.

The meeting sponsorship fee of \$50 (payable at time of selection) allows this added exposure for you and your business. More details to follow.

Soon, you will also have the opportunity to sponsor a banner on the WBN website. Much like the current "spotlighted member" area, this will be a banner on the website with your name, logo, etc. Again, details will be forthcoming – watch your newsletter for updates.

Want to help create and initiate more business development ideas? Contact **Barbara Newman** at barbara.newman@siuslawbank.com to be included in committee notices.

Network News

published monthly by
Women's Business Network

2009 BOARD

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Board meetings are held at noon on the third Tuesday of every month and are open to the general membership. The next meeting will be at SELCO Credit Union, 925 Harlow Rd., Springfield (12-1:30 p.m.)

BOARD ANNOUNCEMENTS

Trial. Finally, the embezzlement trial of WBN vs. Nichole Carter is over. On March 17, Nichole was sentenced to 52 months in jail, to be followed by five years probation. She expressed remorse for her actions and apologized to WBN, several of whose members were in attendance.

May Speaker: Midge Murphy, JD, Ph.D., Professional Liability Risk Management Consultant. *How to choose a healing provider and reduce your liability as such.* Midge Murphy is the first attorney to receive her Ph.D. in energy medicine from Holos University.

Midge offers professional liability risk management consulting services to practitioners of innovative energy-based therapies in order to assist practitioners in reducing their exposure to potential legal and ethical issues. Join us in May for an exciting and educa-

tional luncheon with Midge Murphy as she shares with us her world-renowned advice on choosing a healing provider and reducing your liability as an energy practitioner.

Donna Freshman Artemis Award. WBN is happy to announce a new award program spearheaded by Tammy Everall. Awards will be presented throughout the year based on observation of members who embody WBN founder, Donna Freshman's vision of what WBN stands for—preparing women to realize their potential.

Referrals. Every calendar quarter, WBN plans to hold a drawing of members who have referred new members who joined the organization. The winner will receive a coupon valid for a free lunch at any meeting of their choice during the coming year.

KUDOS KORNER



Want to recognize a member who has done something special, or whose actions or services have impressed you? This "spot" is reserved for your comments of appreciation.

I'd like to thank **Julianne Harris** of **Handyman Harris** for helping me organize and clean my garage last month. —*Lou Panni*

Thanks to **Elaine Hartley** for inviting me to coffee. I really enjoyed networking with you and learning about your **CABI** and **NY Life Insurance** enterprises. I learned some good stuff that I'm sure will come in handy. You sure are on top of things. —*Johanna Dahlin.*

MEMBER NOTICES & NEWS

Challenging times getting you down? Need a pick-me-up? Then let it be my treat for a free, fun, spiffy new look to rev you up. Looking good means feeling good—it never fails. My mission in Mary Kay is to enrich women's lives and you can help me do that. It's a definite "feel good" experience for me, too, and we'll get to know each other better and network. —**Johanna Dahlin, IBC, Mary Kay Cosmetics**

With all the recent tragic accidents we have become aware of lately (actress Natasha Richardson and several in our own community), I wanted to post a notice to let you know that members of **Pre-Paid Legal Services, Inc.**, have access to professional legal counsel.

Counsel is provided not only for traditional legal questions, but also for everyday events where legal review should be routine, but rarely is. Pre-Paid Legal members' access to legal counsel is only a toll-free phone call away for as little as 56 cents a day (you can't even buy a candy bar for that!).

Pre-Paid Legal also includes the biggest thing needed to prepare families

in the event of a tragic accident: a Last Will and Medical Advance Directive (created as part of a member's "life plan"). Do you have a plan in place for your family? Visit www.get-help-now.com for a quick video overview or call **Julianne Harris** at 515-9600 for more details.

The wonderful new downtown Imagine Gallery at 35 E. 8th Ave. is now carrying WBN author **Jo-Brew's** books. —*jo@jo-brew.com*

Thank you to all members for whom I did headshots last month! I had a blast and trust many of you enjoyed your results! I know it can sometimes be difficult to see photos of ourselves—we feel so differently than we sometimes appear! We feel like we're in our 20s or 30s, but are several decades older!

Also, in my experience as a photographer, I find some people need a lot of relaxing or warming up. Just seeing a camera makes them nervous! So shooting 5-10 photos for a few of you may not have been enough to get to the other

zone. Please let me know if you'd like a re-shoot at no charge!

Also, if you wish to use your headshot for something else besides the WBN site (another professional exposure), please confer with me. I appreciate it! —**Lorri Goodman** at LBGoodmanPhotography.com

Senior Professional Information Network (SPIN) will present their second annual Senior Resource Fair, "Enhancing Quality of Life," on Saturday, April 4. The free event for seniors, their family members, and friends will be held from 10 a.m. to 2 p.m. at Willamalane Adult Activity Center, 215 West C St., in Springfield. Joseph Calbreath and Matt Templeman from KMTR will emcee the event, which will also feature exhibits, demonstrations, a free lunch provided by Farmington Square Senior Care Community, raffle prizes, and more!

For exhibitor information, please contact Carolyn St. Clair, R.N., 541-349-7128 or cstclair@peacehealth.org.

Media contact: **Barbara Passarelli**, 541-747-4858, barbarap@elderhealthandliving.com.




P.O. Box 1412
Eugene, OR 97440

FIRST CLASS MAIL

NEXT MEETING

Maurine Cate, CEO
McKenzie-Willamette Med Ctr.

April 2, 2009



11:30 a.m.

Eugene Hilton Hotel

Member Profile by Joyen Pendowski

Jeannie Marr
River Road HealthMart Pharmacy

On a bright and sunny morning I headed out to meet one of WBN's newest members, Jeannie Marr, at the River Road HealthMart Pharmacy. Upon arrival I was greeted by Brian who is the pharmacist, owner, and Jeannie's husband of 14 years. As I stood in the customer area, displays of over-the-counter medicines you would expect to find, as well as thoughtful displays of holiday merchandise and gift items surrounded me. The atmosphere was peaceful, charming and quite inviting. It struck me that this was no ordinary pharmacy.

And, as it turns out, this pharmacy is indeed anything but ordinary – the River Road HealthMart Pharmacy is the only pharmacist-owned pharmacy in the Eugene-Springfield area. While its size is small, the pharmacy is backed by a network of more than 2,000 other HealthMart pharmacies, each independently owned and operated. Being a part of this larger network allows the Marrs to take advantage of volume discounts and offer prescriptions at competitive prices.

Shortly after my arrival, Jeannie and I sat down to talk. With my list of questions in hand, it quickly occurred to me there was so much more to this person than I had imagined. For example, a January 2009 article in *The Register-Guard* identified Jeannie as the "pharmacy technician," but she is much more than that. As many of us know, small business owners wear many hats, and

this extraordinary lady is no exception. In addition to being a pharmacy technician, Jeannie handles all of the bookkeeping, accounts receivable and payable, buying and merchandising, marketing, advertising, public relations, and sales.

Despite all the hats Jeannie wears to get this new business venture off to a great start (the pharmacy just opened in January 2009), she still makes time to network with other small business owners. Supporting and promoting other local businesses is just one way she hopes to make a difference in the Eugene/Springfield area. Joining WBN and meeting other women in business is really exciting to her.



When asked what it takes for a business to be successful besides networking, Jeannie said, "Take care of your customers, first and foremost. Be accurate, fast, reliable, friendly, and professional. Providing good customer service builds your reputation and helps spread positive 'word of mouth' about your business."

While running a pharmacy brings obvious joy to Jeannie, so does her family. In fact, this was her first response when asked what in life makes her the happiest. Jeannie is the mother of three (Kyle, a high school freshman; and Kaylee and Kody, 10-year-old twins). As she describes them, each of the "3 Ks" offers a unique way to help with mom and dad's business. Kyle helps with the pharmacy's website, Kaylee loves to "work" with the pricing gun, and Kody is a great all-around helper. When not working or taking care of family business, Jeannie enjoys reading, watching movies, making cards, and scrapbooking.