

**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**

CONTACT INFORMATION

P.O. Box 1412
Eugene, OR 97440

Messages: 541-984-8778

www.wbneugene.org

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WBN meets the first Thursday of every month at the Valley River Inn, 1000 Valley River Way, Eugene, OR 97401 (541-687-0123).

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

ON THE SLATE FOR FEBRUARY

Kathryn Gaines, Bella Concepts

Get Organized!

Thursday, February 7, 2008 • 11:30 a.m.

**Valley River Inn
1000 Valley River Way
Eugene, OR 97401
541-687-0123**

**Meeting Fee \$13 (includes lunch)
(\$10 charge for returned checks)**

What Better Time Than Now to Get Organized?

Get off your you-know-what and get organized! Be inspired and motivated into action and welcome spring as a fresh start!

When our homes are filled with overwhelming clutter, the thought of becoming organized can seem like a joke. Come and join us to learn how to regain control of your clutter, courtesy of Kathryn Gaines, Bella

Concepts.

During our time together, Kathryn will offer practical, proven suggestions on how to start breaking the seemingly never ending cycle of disorganization. We will identify the steps necessary to overcome and persevere through your personal clutter. Start enjoying a harmonious environment again!

SAVE THE DATE!

Thursday, March 6 – 11:30-1:30 p.m.

The March meeting will be our first major fundraiser. Join us for a day of fun and goal-setting at SELCO Community Credit Union, 925 Harlow Rd. (corner of Harlow and Gateway St.). The meeting room is on the 1st floor – enter at farthest left door entrance (the door will be open).

We will meet on our scheduled meeting day of March 6 at our regular time of 11:30-1:30. The twist is...Julianne and Lou are going to cook for you. And we hear they cook up a storm! Look for more details at February's meeting and in our March newsletter.

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

by Julianne Harris

Planning for a New Year

Welcome February, a season of love. The rush of the holidays is finally over and when I look outside I know it is just a matter of time before the bulbs start to bud—time just flies, doesn't it?

Last month, I reminded you of our history and what was important to our founding sister, Donna Freshman—creating 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. I suggested we think about adopting a theme for the year. I hoped to open a discussion about what WBN means for you and I asked you to let me know your theme.

Well let me tell you...over the last month I have heard from so many wonderful WBN sisters, asking questions, making suggestions, and offering more help than I imagined. It reminded me that last year, at this time, Tricia suggested we really huddle together and create a game plan. Yes, this is truly the month for us to huddle together, get organized, and create our game plan.

I have been told more than once that I am a "straight up front girl," having a tendency to tell it like it is, or as I see it. So let me "tell you like it is." We have a lot to overcome this year. The board is settling into all our new tasks and we are adjusting to some big budget concerns.

We are getting to know each other's strong points. We are making a plan and checking it twice, so to speak, and the reality is that the board cannot turn our situation around without your help. Now that we have all our ducks in a row for the year and understand our position, we do have finances to discuss. Susie Piper will give us a financial report and a plan to help us get "organized" in her report at our meeting on the 7th.

Vice President Lou Panni and I are working on a fundraising plan, which we will also talk more about at the meeting. For now, let me just say that I am really excited about some of the things we are planning and I am ready to roll up my sleeves, get to work, and have some fun!

I *really do* believe this will be our strongest year ever. We have an opportunity to come together and surmount our obstacles, while creating a stronger WBN

Letters to WBN



The Women's Business Network is an important part of my life. Because I value this organization and these women, I wish to pledge \$20 as a donation to the group.

I realize we will be doing some fundraising activities this year and may be paying more for our meeting and membership fees, but I'd like to do more. I hope you will all accept this small donation in the spirit that I give it (as an individual member, not as a Board member).

May we grow stronger and more fiscally secure this year!

—Barbara Newman, Siuslaw Mortgage

When I moved to Eugene, WBN welcomed me to the community. It is because of WBN that I knew I could start my own local practice. I met most of my close friends and early clients in this area in WBN.

I have felt such support and connection with our group, so naturally when WBN is in a state of need, I want to help as much as I can. One thing we can all consider to fix our current financial issue is a simple donation. If we all pay something extra, we will put the financial crisis behind us. For those of us who write off WBN membership as dues this would be a deductible expense to the extent that the law allows (see note below).

This one time action would position us for a great year with Julianne and enable the whole leadership team to focus on our real purpose and not on this one challenge.

—Phyllis A. MacLuan, CPA

Note: Non-profit organizations ruled tax exempt under section 501(c)(6) of the Internal Revenue Code include business leagues, chambers of commerce, trade associations, real estate boards, and boards of trade. Contributions to 501(c)(6) organizations are not deductible as charitable donations for federal income tax purposes. Donations may be deducted as a business expense if they are "ordinary and necessary" in the conduct of the taxpayer's business.

with a theme that will carry us on for another 15 years. We need to step outside of ourselves and think about what really matters in life—unconditional love, forgiveness, and moving forward.

Those buds will soon be here!

Namasté

—Julianne

Network News

published monthly by
Women's Business
Network (WBN)

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349-9170

Board meetings are held at noon on the third Tuesday of every month and are open to the general membership. Meetings are held at West Coast Bank, 101 E. Broadway, Eugene (12-1:30 p.m.)

Jo Brew – A Lesson in Perseverance and Courage

At our January meeting, WBN member and author, Jo Brew, ran out of time during her member profile. Since it was so interesting, we are printing it in the newsletter in two segments. Following is Part 1. Look for Part 2 in the March issue.—Ed

Because I write women's life experiences, I am taking you on a woman's journey from *Then to Now* and how women's lives have changed and still remain the same.

I was one generation removed from being an emigrant, born during the depression. I was brought up in a family where many of the roles were reversed. My mother, Irene, driven to succeed and highly skilled in business math was employed by Montgomery Ward. I followed Ward's from Colorado to California with my parents, often spending three to six months in one location. My mother was the family member with the guaranteed job and in charge of the family finances, although my father often made more.

My father, Pat, was a people person. When the family began the nomadic life in California, he always found a job near the Ward's store where Irene worked, often as a furniture salesman. They shared rides in the car he drove.

I was ten when World War II began. Everything in family life reversed. My father became personnel manager of the railroad yards, his job considered essential to the war effort. That left Irene without transportation and unemployed. Food and gas stamps, savings bonds and victory gardens were part of life, and a new sister was added to the family.

Tomboy Childhood

When I wasn't in school, I lived mostly outdoors, on my bike. I took a morning paper route in my brother's name and delivered papers disguised as a boy, since girls weren't allowed. I rode to the nearby race-track and visited the Japanese Internment camp, avoiding the guards and trying to spot my friend through the fence. I traveled the dry wash beds to visit nearby towns,

checked out the orange groves and any parks I could find. In the evenings I played on the street with the boys, kick the can or bicycle hockey.

With the influx of people to take wartime jobs, I attended an overcrowded neighborhood school with 37 children in my fifth grade class. The cutest boy and my big crush didn't have shoes and lived in an orphanage. On one occasion, when I talked too much, the teacher paddled me in front of the class. I still know that teacher's name, but don't think she ever knew mine.

Lost in the Crowd

By 7th grade, I had been to 11 different schools. This time I moved to a junior high with 3000 students. I rode the bus five miles to Pasadena and back. Lost was the key word to that year and the next.

After the war, the family moved to Ashland in Southern Oregon, my father's choice. Irene was still unemployed. She didn't drive, had no car, and public transportation didn't exist. By hiking two miles to meet the farm truck, I picked strawberries and peaches in the summer and then began building a babysitting business. That fall I entered high school. By the next year, I had a summer job as the park playground supervisor.

After the initial adjustment to a small school and classmates who'd grown up together, I did OK, especially after I discovered journalism. I wrote for the school paper and then did a school column for the town's paper. I helped on the yearbook.

By the time I graduated, not quite 18, I had decided I wanted to join the Women's Navy Corp, the WAVES. They trained journalists. However, at that time, a woman could get married at 18, have children, and leave home, but could not join the Navy without her parents'

permission before she turned 21. My parents would not sign.

Lured Into the Trap

Disappointed, I started college classes right down the street, at that time crowded with young men home from the war, who had GI benefits to spend on education. A returning sailor, a decade older than me, seemed sophisticated and a lot of fun. He could really dance, particularly when he'd had a few drinks. He taught me to jitterbug, play pinocle and smoke. A year after finishing high school, I left college, married, and moved to a big city, to work and help my husband while he went to school.

It wasn't long before I realized the drinking was out of control and occasionally caused bad things to happen. With no place to seek help, there was no way to acknowledge the problem. I worked, learned about running a house from my mother-in-law, and soothed a ticking time bomb. Then I had a son, Michael, and my attention was divided. Life went downhill.

Powerless to Prevail

When I took Michael and left my husband, I discovered that ending a marriage to a veteran was, at the very least, an unpatriotic act and not to be accepted. If I wanted a divorce, I had to hire a lawyer, establish proof of wrongdoing, provide collaboration by witnesses, and face interrogation by a judge. With that knowledge, when my husband arrived to see me, I let my parents and him convince me I should go back and try again.

The next year, Melissa was born. I was working at a clinic, where I handled both lab and X-ray when an episode of alcoholic rage, the children the victims, became the end of the road. I moved out, but kept my job while I tried to decide the next step. My husband settled the question by kidnapping the children from daycare. The police explained that without a court order, possession was nine points of the law and they could not help. A week later,

my mother-in-law, brought the children back. I sold the pearls from Japan her husband had given me and made a down payment on an attorney.

Irreconcilable Differences

I was one of the first to be able to file for divorce on the basis of irreconcilable differences, a change in the law that made it possible for a woman to afford and get through the process. However, there were no provisions to enforce the ordered child support.

The idea of caring for two young children and working in a large city with no connections other than my job was overwhelming. I moved back to Southern Oregon.

As a divorcee, I was still rare and very poorly thought of in general—certainly a fast woman, a legitimate target for anything. In a small city, the jobs I was prepared for, lab and x-ray, were all handled at the hospital and the work shifts rotated weekly. Not easy to arrange care for small children, aged four and two.

Too Sexy for This Job

I needed a job, so broadened the search. I was turned down for a job I would have been good at, in a doctor's office, because, as he explained, I was sexy and would distract him. He did offer to buy me a drink at the country club after he finished his day.

Following several offers of con-

siderations other than work, I took a job in a popular hamburger stand for two weeks in order to pay the rent. Next I took a job as the three-to-eleven receptionist at the hospital. The pay covered childcare, rent and a little toward food. Then, I inadvertently caught the interest of a member of the hospital board. He visited his dying wife during the evening hours, but felt like I should join him for drinks after I got off work. When I repeatedly refused, he threatened to have me fired, and did.

Time for a Career

I needed to prepare myself for a job that paid a living wage, had regular hours and some security. I needed to go back to school. I thought about possibilities—teaching appealed and would fill my basic needs, but finding a way was a problem. Since my parents felt a divorced daughter reflected badly on them, they weren't going to help.

Increasingly desperate, I called the local college and found the courses I'd taken before I married, in a pre-nursing program, would switch to an education major with half credit. That meant I would be able to finish the program and be ready to go to work from there.

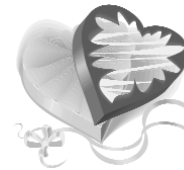
I sold my furniture and most of my clothes. Then I rented a tiny trailer close to the college. At that point it was time to make my plans official. I made the appointment with the Registrar...

(to be continued in March)

BOARD ANNOUNCEMENTS

Got Chocolate? Since February is Valentine's month, we will be offering Euphoria Chocolate hearts and truffles for sale to all members and guests at the February meeting. Use these chocolates as gifts for friends and family or treat yourself!

We will feature Kahlua & Cream and Dark Chocolate Truffles. The hearts will be a "mingle" of different flavors and colors. You will want to stock up for your favorite loved-ones or client treats and WBN will help you!



Donations. For those of you who have been asking about making a donation to WBN there will be donation envelopes at the networking table

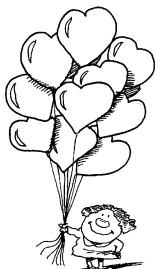
Raffle. As another fun and painless fundraiser, we will raffle up to three items per month at our business meetings. Tickets will be \$1 each or \$5 for six.

Fees. Alas, we must raise our business meeting fees, effective April 1, to \$15 for members. We currently subsidize the cost of the meal and, due to current financial circumstances, cannot in good conscience continue to do so. The guest fee of \$20 will remain the same.

MEMBER NOTICES & NEWS

Valentines are for EVERYONE! **Lori Macedone of Send-A-Song Singing Telegrams** has prepared

Valentine songs sweet enough for your mother, spicy enough for another! Lori will perform personally in her tuxedo and bring a balloon bouquet, Euphoria chocolate hearts, and a copy of your personalized lyrics to the



Valentine of your choice. Smiles are guaranteed, and when you send a musical memory, it lasts a whole lot longer than flowers! All this for only \$45. Free delivery in Eugene/Springfield. Order by Feb. 12, and Lori will double your balloons! 683-7850.

Start the New Year right with a visit to **Home Interiors**. Now that the holidays are behind us, it's time to rede-

corate and spruce up around the home.

Currently there are some amazing specials available through Home Interiors: closeouts, Christmas reductions, and discounts on Easter decor—while supplies last!

With the cold temperatures hitting, now is a great time to stock up on your favorite candles. Beginning Feb.1, all candles



and select other

scent merchandise will be on sale at 20% off regular prices! Contact me today to get your order re-served!

Also, book a party for February and receive a **free** petite jar candle. Refer a friend who books a party and you will receive an additional jar candle of your choice! – **Loni Wilson**, 747-2691; homeinteriors_loni@yahoo.com.

Sandi Thompson, Nutritional Therapist, is offering a series of classes in Feb. and March. The classes will all be from 6-7 p.m. at the Tamarack Wellness Center, 3575 Donald Street. Each class is \$12 for drop-in. Save money and pre-register for only \$10.

Mark your calendar for the following dates: **Feb. 20**, Hydration; **Feb. 27**, Supplements; **Mar. 5**, Portion Control; **Mar. 12**, Food Allergies; **Mar. 19**, How to Grocery Shop.

Contact Sandi for additional information at 953-8715; letseatright@gmail.com

Jo Schechter is now with **Major Family Funeral Home**, which has been serving the community since 1962. Jo will be helping people with pre-planning – a loving gift for your family. She is also doing community relations and marketing. “I am very pleased to be part of this family-owned funeral home with a wonderful, caring staff to serve you. We offer funerals, cremations, memorials, and life celebrations.”

A family's love is forever. For more info, please call Jo at 914-9434.

WBN Fundraiser – Help WBN and promote your business through **SmartWoman!** If you'd like to help your business reach the women of Lane County, call **Michelle** today at

556-0017.

SmartWoman will donate 10% of all new advertisements to WBN for the life of the client's contract.

Have you ever thought about starting your own rubber-stamping and scrapbooking business? You can be your own boss while working flexible hours that fit into your family's schedule. At **Stampin' Up!**, there's a place for everyone, whether you want to simply build your own stamp collection, supplement your family income, or make this your full-time career.

When you begin your Stampin' Up! business, a wonderful assortment of products included in your Starter Kit will help you get started. I am also always available to help you with forms, creative ideas, and anything else you need.

For Tradia members, I will take 100% Tradia for the starter kit for the first two who take advantage of this home-based business opportunity, Feb. 1 through March 17, 2008. After that, it will be \$40 Tradia.

If you have any questions, or are interested in receiving more information about this incredible opportunity, please contact me at orcampbell65@msn.com. I would be happy to help you get started! –**Lynn Campbell**

In today's fast paced business environment, it is crucial that business owners and professionals have access to ways of developing more sales, getting up-to-date information, and have a trusted business confidante group.

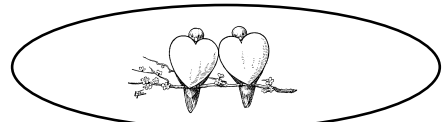
Because sales are the lifeblood of every business, Success Builders USA's unique PAL™ (Paid Affiliate Leads) Program is designed to increase your sales by enabling each participating member to create their very own professional marketing team.

With our easy month-to-month membership, Success Builders USA gives you and your sales professionals

the edge you need to: significantly increase sales leads; develop region-wide referrals; build residual income; sharpen sales presentation skills; work with your competition; and get up-to-date business information.

Upcoming free seminar dates: **Feb. 15**, Power Talk; **Mar. 21**, The 3 Most Dangerous Trends Facing Employers Today. For more details about group meetings and locations, contact Terri Harley, High-Gear Training Institute, 681-9877; info@SuccessBuildersUSA.com; www.hg-training.com; www.SuccessBuildersUSA.com.

Through her Women's Travel and Social Club, **Helen Wagner of Travel Link** is organizing a Seattle-Victoria tour, April 21-24, \$515 (all inclusive). Starts with Amtrak, Eugene to Seattle. Includes two nights in Seattle, one night in Victoria. Take a cruise on the Victoria Clipper and a tour of the city. Twelve people needed to complete the group. Sign-up and payments due by Feb. 5. For details, contact Helen at 726-7416; travelink-2000@yahoo.com



Happy Valentine's Day!

It's 5:00 p.m.

Do you know where your dinner is?



Working late? Too tired to shop? Too busy to cook? Tired of fast food or waiting for a table? Enjoy healthy home-cooked meals without the fuss and have more time for yourself and your family.



Cuisine ART
PERSONAL CHEF SERVICES

607-2665 • 607-COOK
chefahoola@gmail.com
<http://cuisine-art.blogspot.com>

Check us out at www.wbneugene.org




P.O. Box 1412
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FIRST CLASS MAIL

NEXT MEETING

Kathryn Gaines
Get Organized!
February 7, 2008



11:30 a.m.
Valley River Inn

MEETING FEES

Occasionally, a WBN member or guest wanders into the monthly meeting before checking in at the entrance table and paying the fee. This means WBN is paying for a FREE lunch, or, more specifically, member annual dues are being tapped to pay for *someone else's* free lunch.

If this sounds like YOU, please contact **Susie Piper** (607-0855) to settle up. We know this isn't intentional, but the Valley River Inn takes a headcount and charges us accordingly.

WBN policy is that nobody is permitted into the meeting room until they've checked in first and paid their \$13 or \$20 fee. Thanks for helping us out and reducing the accounting woes for our treasurer.

**GUIDELINES FOR
WBN MEETING
ANNOUNCEMENTS**

Guidelines for announcements at the monthly general meeting are:

- Members only. Please sign up at the table when you enter.
- There is a maximum of 10 announcements per meeting. Only 3 announcements per membership year (July 1 - June 30), per member. So save them for your SPECIAL announcements.
- 30 seconds per member. We don't want to take time from the speaker.
- Remember, you can put an announcement in the Newsletter any time you wish (which reaches the entire membership) and place flyers on the networking table.

These are member benefits.



KUDOS

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.

My new **Knitwits** hat saved me in the below-freezing weather I experienced in New Mexico. Thank you, **Angela**. —*Emily Evans*

Thank you **Diane, Deborah** and **Jim** at **Budget Blinds of Eugene** for the professional and speedy service over the holidays. I truly appreciate you all! —*Emily Evans*

Brie Malarkey at **Winestyles** rocks! She and her capable staff helped my sister who lives out of town select the perfect 60th birthday gift for my darling husband. Thank you so much. —*Emily Evans*