

# 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**

## CONTACT INFORMATION

P.O. Box 1412  
Eugene, OR 97440

Messages: 541-984-8778

[www.wbneugene.org](http://www.wbneugene.org)

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**WBN meets the first Thursday of every month, 11:30-1:30 pm, 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



# Network News

## ON THE SLATE FOR JUNE

### 30-Second Commercials

Thursday, June 5, 2008 • 11:30 a.m.

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

**Meeting Fee: Members \$15 • Guests \$20 (includes lunch)  
(\$10 charge for returned checks)**

***It's time for member renewals (membership year is July 1 – June 30). Renew on time to prevent a lapse in membership and such benefits as meeting and newsletter announcements, business name(s) in the directory (both printed and on-line), discounted meeting fees, etc. Look for your renewal letter – coming soon!***

## Promote Your Business With A 30-Second Commercial

Last month, Kate Parker of Effective Communication Consultants gave us great tips on how to prepare our own 30-second ad spot, otherwise known as the “30-second commercial.”

Just in case you haven't yet created your riveting, compelling mini-speech, there's still time to get yourself in shape for your 30-seconds of WBN fame.

In crafting your message, ask yourself a few key questions:

- Who is the primary target audience for your product or service?

- What makes your service special or unique, and why should someone do business with you?

- What are the top three benefits you offer your customers/clients?

- What is the essence of your business?

These are key components of your message. Be concise and precise; don't overdo it or you'll lose your audience...not to mention getting zapped by the buzzer for taking too long!

We look forward to hearing from you all on the 5th.

**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

### Here Comes the Sun...

Ah! The halfway point of our year and the sun all at the same time!

I love this time of year. We are teased daily with our various weather patterns. Just last week I spent one whole day planning, preparing and planting our flower beds in the front yard with new starts and seeds. Yes...I felt every muscle the next day too!

I think of Paul McCartney's words, "Here comes the sun, do do do da...Here comes the sun, and I say, it's all right..."

Yes, the sun is here and it's that time of year when everything is new again. This is exactly how I feel about WBN. We are new again. The challenges of the last six months are past. Our fundraising efforts have put us very close to being in the black again, and with renewals right around the corner, I see nothing but clear sunny skies from here on out!

I am really looking forward to the next few meetings, because they are some of our most fun/active networking events of the year. This month, with 30-second commercials, we really get a chance to test our skills by being excited, professional, and clear about what we do in business.

Last month, Kate Parker helped us learn about "key messages"—talking points about the essence of what we do and how to say it in 30 seconds or less. This can be a really challenging exercise. We do this in a supportive setting to help each other not only learn about who we all are, but to help each of us learn how to speak our truth without spilling our guts...in 30 seconds or less. So remember...

- WHO you are
- WHAT you do
- HOW your services benefit members

If you go over 30 seconds, don't be too hard on yourself when you hear the bell. You'll just keep on working at it. Download Kate's presentation on how to create a Key Message on our website under this month's program at [www.wbneugne.org](http://www.wbneugne.org).

Once we have learned about who we all are at our June meeting, we will really have fun at our July 3rd meeting,

## BOARD ANNOUNCEMENTS

**June Fundraiser.** Our June fundraiser is a repeat of our successful Mary Kay offer courtesy of Johanna Dahlin. See flyer for details.

**Announcements.** Effective with the May meeting, we will limit announcements to five at the end of the meeting plus five member kudos.

**Donations.** If you would like to make a donation to WBN, donation envelopes are available at the networking table.

**Raffle.** As part of our ongoing fundraising campaign, every month we will raffle several great items at our business meetings. Tickets are \$1 each or \$5 for six

**Trial Update.** We have been asked to officially bring the membership up-to-date on our much awaited trial, State vs Carter. As posted on last month's WBN Board News, this trial was scheduled to begin May 21, 2008. It has since been postponed to an unspecified date in June or July. We will post this notice and updates on the WBN Message Board in the back of the room at each meeting, and here in the newsletter. Some of you have asked if you can attend the trial. This is a public trial, and anyone can attend as long as they are not disruptive..

which will be at Northwest Community Credit Union, 3660 Gateway Street, Springfield. We will enjoy a good old-fashioned networking session. Come prepared to have fun. This meeting will be catered, so to help with planning, we need to know if you're coming. PLEASE RSVP by signing up at the June meeting. Or email me at [jharris@oregon@gmail.com](mailto:jharris@oregon@gmail.com)

In closing, I want to suggest a challenge. Every month try to meet at least two members in WBN who you have never met before. Refer business to a member if you can. Remember, this is one of the biggest compliments you can give a fellow member.

GROW and CHANGE with the organization—there are so many ways to accomplish this, and WBN gives you the support to achieve it.

See you all on June 5th.

Namasté

—Julianne

## Network News

published monthly by  
Women's Business  
Network (WBN)

## 2008 BOARD

### President

Julianne Harris  
515-9600

### Vice-President

Lou Panni  
686-5324

### Past President

Tricia Henry  
520-6152

### Treasurer

Susie Piper  
607-0855  
Kathryn Gaines  
870-5742

### Secretary & Newsletter Editor

Angela Egremont  
343-0917

### Arrangements

Barbara Newman  
683-2400

### Events

Elaine Hartley  
579-9041

### Greeters

Paula May  
484-9934  
Jill LaRue  
344-7902

### Media/Public Relations

Shela Gunnink  
485-8789

### Membership

Kim Arscott  
343-2907  
Loni Wilson  
746-0355

### Programs/Networking

Elaine Hartley  
579-9041  
Johanna Dahlin  
255-2640

### Web Editor

Juliana Cichy  
349-9170

*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 (12:30 p.m.)*



## 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.

Tremendous thanks to **Tammy Everall, Everall Design**, for the May Birdhouse Fundraiser; to **Sharon Munyon, Payeez Ali, Noelle Brewer, and Lisa Trecoce** for their wonderful raffle drawing donations at WBN's May meeting; and to **Bev Wilger and Dineen Mangum** for their generous donations. – *Lou Panni, Business Development Officer, SELCO Community Credit Union*

I have so many thanks to WBN members this month, I hardly know where to begin, but here goes:

**A Healing Space** has HEALED ME. Amen! I am so excited that I can cross my legs and put my socks on again. I can't tell you how good it feels to sit at the computer for more than 10 minutes without pain. Thank you **Dr. Barbara Robertson** and **Sharon Rose**.

Thank you to **Lisa Hubbard** at **Bella Flora** for your wonderful hot stone and Chinese cupping massages...Ah! Truly an experience to remember.

Thank you to **Juliana Cichy** at **Mirage Digital Art** for the wonderful website [www.handymanharris.net](http://www.handymanharris.net). I love it, because she does all the hard work and I get my own password and can add my own pictures and make text changes whenever I want.

Thank you to **Phyllis MacLuan, CPA**, for helping me learn Quick-Books and for getting us unburied and our taxes filed. Now that feels good.

Thank you to **Lou Panni** of **SELCO Community Credit Union** for hiring my "Handyman Harris" to build a fence.

Thanks to **Jo Schechter** of **Major Family Funeral Home** for referring a great client to me with lots of stuff to organize.

Thanks also to **Dineen Mangum** of **Busy Woman's Fitness**, who is coaching me into shape.

And last, but not least, to **all of you** for being so much fun to be around — *Julianne Harris*

## NEW MEMBERS

**Nancy Boerema**, Sales Inspector, EDEN ADVANCED PEST TECHNOLOGIES. "Eden is a pest management company and a leader in implementing Integrated Pest Management programs for both commercial and residential customers. A full-service pest management company, we also provide specialty services such as bird control, mosquito control, bat abatement, biozone air purifiers, bar coding, noxious and aquatic weed control, etc." 360-456-0287; [nancy@edenpest.com](mailto:nancy@edenpest.com); [www.edenpest.com](http://www.edenpest.com)

**Dineen Mangum**, General Manager, BUSY WOMAN'S FITNESS. "Our 30-minute fitness program is specially designed for women and combines real weight-bearing equipment with cardio. We also offer a variety of strength and conditioning classes. Fitness trainers are available always at no charge." 338-3151; [dineenbwfit@yahoo.com](mailto:dineenbwfit@yahoo.com)

**Megan Miller**, Guest Service Manager, PHOENIX INN SUITES. "Phoenix Inn Suites is a newly renovated hotel sitting in the heart of the campus area. We take great pride in offering our guests spacious suites featuring a wide array of amenities

including microwaves, refrigerators, coffee makers and more. We offer three comfortable rooms for your meeting needs. Our staff can provide refreshments or your group may bring in food items or let our staff suggest caterers for your event." 686-1288; [megan.miller@phoenixinn.com](mailto:megan.miller@phoenixinn.com); [www.phoenixinn.com](http://www.phoenixinn.com)

**Cheryl O'Neill**, Executive Director, WOMENSPACE. "Womenspace has been providing domestic violence services to people in Lane County since 1977. We have grown to include a broad host of programs in addition to our helpline and confidential shelter. We have a community-based Advocacy Center and three rural outreach offices in Junction City, Cottage Grove, and Oakridge." 485-8232; [director@enddv.com](mailto:director@enddv.com); [www.enddomesticviolence.com](http://www.enddomesticviolence.com)

**Sally Randall**, CEO/Partner, AD VENTURE PRODUCTIONS. "The Lane County Resource Guide is for newcomers as well as local people. This high color publication is printed annually and comes out in June. The guide is distributed through Chambers of Commerce, real estate, CVALCO, and various businesses throughout Lane County." 689-5413; [sallyjohnson@yahoo.com](mailto:sallyjohnson@yahoo.com)

## The Power of "Nice" Principles

*(Excerpted from The Power of Nice: How to Conquer the Business World with Kindness by Linda Kaplan Thaler and Robin Koval)*

Positive impressions are like seeds. You plant them and forget about them, but underneath the surface, they're growing and expanding, often exponentially.

You have to treat everyone you meet as if they are the most important person in the world...because they are.

Just as positive actions are like seeds, rude gestures and remarks are like germs—you may not see the impact they have on you for a while, but they are there, silently

infecting you and everyone around you.

The power of nice is not about running around manically smiling and doing everyone's bidding, all the while calculating what you'll get in return. It's not about being phoney or manipulative. It's about valuing niceness—in yourself and in others—the same way you respect intelligence, beauty, or talent.

If I were a better person, I would... Try to model your behavior on that of the person you would like to be.

–Submitted by Cathy C. Stewart,  
Next Financial Group

Check us out at [www.wbneugene.org](http://www.wbneugene.org)

## MEMBER NOTICES & NEWS

**Womenspace, The Dede Henley Group, and Carter & Carter Financial** invite you to join us for the Women's Leadership Forum: Moving from Surviving to Thriving!, a leadership workshop for women. Expect a powerful day of learning you can put to use right away, as well as rich dialogue with other women leaders. Women from all organizational levels are welcome!



This event will be held Thurs., May 29, John Serbu Center (Carmichael Room), 2727 Martin Luther King Blvd., Eugene.

Check-in 8:00-8:45 a.m. Program 9:00-4:00 p.m. Cost: \$149 includes program and lunch (proceeds go to Womenspace and the Lane County Women's Leadership Scholarship Fund). Register at [www.regonline.com/womensleadership](http://www.regonline.com/womensleadership). —**Cheryl O'Neill, Executive Director, Womenspace**, 485-8232, [director@enddv.com](mailto:director@enddv.com)

As a boost to WBN's Back in the Black effort, I'm happy to announce another Mary Kay fundraiser for the entire month of June. It appears that many members did not receive the April newsletter and were sadly unable to participate, as they said later. I love doing it and am happy to accommodate.

As previously, I have chosen our most popular and commonly used products—hand cream, mascara, oil-free makeup remover (our #1 seller), brand new Subtle tanning lotion, and a new lipstick. If you need help choosing the right color, I will personally help you select and match your inner lip tissue color and you'll never be wrong again.

Fifty percent of the proceeds of these products for the entire month will go to WBN. See page 5 for ordering details. Call or e-mail me

for complimentary appointment if you need assistance and want to have some fun and play with colors. A viewing display will be up front at the June 5th meeting with a sign-up sheet to order your products or request your complimentary appointment.

April was GOOD; let's make June GREAT! —**Johanna Dahlin, Independent Beauty Consultant, Mary Kay Cosmetics**. 255-2640; [www.marykay.com/jdahlin](http://www.marykay.com/jdahlin)

Making a donation to the Silent Auction at the Relay For Life on July 25-26 is a great opportunity to advertise your business. You can donate gift certificates or merchandise that can be made into baskets for auction during Friday's activities. —**Darby Tracy, Silent Auction Chair**, 689-2904.

**ElderHealth & Living** will present our first annual Shop for the Cause event on Mon., June 16, 4:00 p.m. at the Red Lion Inn, Coburg Rd., Eugene. The event will feature shopping with local businesses and consultants, refreshments donated by Market of Choice, raffles, and a silent auction. All proceeds of this event will directly benefit the



Alzheimer's Association Memory Walk® 2008. The money raised will go to prevent and treat Alzheimer's and to local programs to improve the lives of people affected by a memory loss disease.

Please consider donating to our silent auction. By donating an item, you will be publicizing your business and/or yourself as an Alzheimer's Association supporter and you will be helping make this an even more successful event. To join our team or make a tax-deductible donation, please contact: **Barbara**

**Passarelli**, 747-4858, [barbarap@elderhealthandliving.com](mailto:barbarap@elderhealthandliving.com).

The Annual Regional Alzheimer's Conference—Meeting of the Minds II—will take place on Sat., June 7, Willamalane Adult Activity Center, 8:00 a.m. to 4:30 p.m. This event will be valuable for people with Alzheimer's and dementia, their caregivers, and professionals who serve them. Space is limited. Please call the Alzheimer's Association at 345-8392 for more information. —**Jo Schechter**, 914-9434, [josuccess@comcast.net](mailto:josuccess@comcast.net)

Looking for Something Special for Father's Day! Check out our BeautiControl June Sale. Buy any in-stock product (over 200 different products) and get 15% off – 10% of your purchase will be donated to WBN. My

daughter will be two in June, so get 20% off when purchasing \$200 worth of in-stock products. BeautiControl has excellent botanically based products that you will love. —**Payeez Ali, BeautiControl Consultant**, 686-2676, [payeez.beauticontrol@gmail.com](mailto:payeez.beauticontrol@gmail.com)



**Jo Schechter, MA, Pre-Arrangement & Family Service Counselor at Major Family Funeral Home** at Mill and "A" Streets in Springfield is pleased to announce that she just complete her training to be a Certified Celebrant.

Some people want a religious service, some want only a spiritual service, and some people just want to honor their loved one with loving sharing. We are able to offer you a service that speaks to what is important to you. This often includes a video tribute, music, poetry, and story telling. This is a very special way for me to assist the family and friends at their time of loss. 914-9434, [josuccess@comcast.net](mailto:josuccess@comcast.net)

# Easy WBN Fundraiser!



### Oil-Free Eye Makeup Remover

- Gently removes eye makeup without rubbing, pulling, or tugging. Even waterproof!
- Safe for contact lens wearers
- Ophthalmologist tested
- Fragrance free

**\$14 Value**

**\$7 donation check to WBN**  
**\$7 check to Johanna Dahlin**

3.75 Fl Oz.



### Ultimate Mascara

- Extremely Volumizing
- Super Thickening
- Smudge-flake-clump resistant
- Ophthalmologist tested
- Contact Lens wearers approve
- Black or Brown/Black

**\$15 Value**

**\$7.50 donation check to WBN**  
**\$7.50 check to Johanna Dahlin**

6.5 Fl Oz.



### Subtle Tanning Lotion

- Luxurious hydration
- Touch of tanner
- Gradual bronze glow
- Will not rub off
- No streaking or blotching
- Non-greasy formula

**\$16 Value**

**\$8 donation check to WBN**  
**\$8 check to Johanna Dahlin**

4 Fl Oz.



### Satin Hands Hand Cream

- Instant Hydration
- Rich Emollient Formula
- Conditions and moisturizes
- Suitable for sensitive skin
- Hydrates up to six hours
- Fabulous gift for everyone!

**\$8 Value**

**\$4 donation check to WBN**  
**\$4 check to Johanna Dahlin**

4 Fl Oz.

### 32 SHADES OF LONG WEARING LIPSTICK



- Vitamin C & E enhanced to protect from free radicals
- Lightweight creamy formula does not feather or bleed

**\$13 Value**

**\$6.50 donation check to WBN**  
**\$6.50 check to Johanna Dahlin**

**www.marykay.com/jdahlin**  
**Johanna Dahlin 541-255-2640**




P.O. Box 1412  
Eugene, OR 97440

FIRST CLASS MAIL

**NEXT MEETING**  
*30-Second Commercials*

**June 5, 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 \$15 or \$20 fee. Thanks for helping us out and reducing the accounting woes for our treasurer.



**Mark Your Calendar!**

**2008**

**June 5**  
30-Second Commercials

**July 3**  
Networking Exercise

**August 7**  
Speaker TBA

**September 4**  
Speaker TBA

**September 22**  
Annual Trade Show

**October 2**  
Speaker TBA

**November 6**  
Annual Members Only Dinner  
and Board Elections

**December 4**  
Speaker TBA

**The Women's Business Network**

**Member Benefits:**

Listing in the  
Membership Directory

Listing On-line

Monthly Newsletter

Support From Other  
Businesswomen

**Great Networking Opportunities**

**Educational Events to Enhance  
Your Business Success**

**Great Speakers**

**Fun Special Events**