



June 2009

Network News

www.wbneugene.org • P.O. Box 1412, Eugene, OR 97440 • 541.984.8778
Editor: Joyen Pendowski • Assistant Editor: Angela Egremont

Meeting Location Change

Please note that the June membership meeting location has changed. June's meeting will be in the Sousa/Joplin/Seeger Room at the Eugene Hilton.

Important WBN Board Change

It is with great sadness that the WBN Board announces Vice-President Barbara Newman is resigning from the Board and therefore cannot step up into the role of President for 2010. For personal reasons this change in Barbara's life is necessary, however the Board is happy she will remain active with WBN. With Barbara's resignation, the Board reviewed the bylaws to make sure filling this vacancy is handled correctly.

According to the WBN bylaws, a vacancy created in one of the executive positions (President, Vice-President, Secretary, Treasurer) must be filled by a member who has belonged to the organization for at least two years and who has also served on the WBN Board for at least one year. In compliance with these requirements, the Board asked Kathryn Gaines, current Programs Chair, to step in as Co-Vice-President. Kathryn has agreed and the Board is excited to have her in this new position.

Are You Linked In?

Soon WBN will be up live as a group on the networking website LinkedIn (www.linkedin.com). In addition to creating another avenue for members to make great connections with other women in business, the WBN Board also hopes to increase awareness of the organization and attract more members. If you haven't linked in yet, check it out and keep an eye out for WBN!

Reminder: All newsletter submissions are due by the 15th of each month. Please submit newsletter items to newsletter@wbneugene.org. Submissions may be edited for size, content, and space availability.

*Women Supporting
Women in Business
Since 1992!*

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.

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President's Message

It feels like summer, although it's only early June. And, it's hard to believe that we are halfway through the year at WBN. The Board has been very involved these past months providing our members with a wealth of new technology as we enhanced our website with the capability to submit your applications and pay for your memberships on-line. Our members now also have the opportunity to create and edit their own profiles and download their pictures onto their WBN website page. The newsletter received a little makeover and now features more room for member submissions (remember, you can submit articles, reminders, and kudos as part of your member benefit).

The first half of this year has also brought WBN some interesting and memorable program speakers, we learned more about each other through our networking exercise activities and experienced wonderful lunches with our move back to the Eugene Hilton. Our raffle drawings have been quite successful and our appreciation goes out to all who have helped donate prizes and purchased raffle tickets. We have grown by leaps and bounds and at every meeting we are pleased to welcome more guests, many who become eventual members.

Looking to the future, we will be planning our summer social gathering, our trade show and silent auction in September, and our annual members-only dinner in November, where we elect our new officers and committee chairpersons and name the next Woman of the Year.

Now here's where you come in...

My theme for June is INVOLVEMENT. I think that an excellent way to market our businesses is through networking. And, how do we network effectively? By becoming involved. When people become involved in the community or with an organization, it makes for better communication, greater networking opportunities and builds stronger relationships because of the personal bonds that develop between people on a team. If you feel that you need more visibility for your business, I encourage you to take the next step with WBN by making a genuine selfless contribution of yourself. Getting involved is basically a matter of showing up and finding the time to lend a hand at our meetings, being on a committee, helping to plan and implement an event, or becoming a board member. And yes, there are many benefits to you for becoming happily involved. It's a chance for you to use your skills and talents in a different setting, and because it's truly a learning

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~ 2009 WBN Board ~

President

Lou Panni, 868.5482

Vice-President

Barbara Newman, 683.2400

Past President

Julianne Harris, 746.0406

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Johanna Dahlin, 255.2640

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Audit

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Pat Rollins, 521.3754

Donna Freshman Artemis Award

Tammy Everall, 744.8133

Events

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Greeter Co-Chairs

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Layla McClellan Fuller, 579.3922

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Assistant Editor

Angela Egremont, 343.0917

Programs

Kathryn Gaines, 870.5742

Web Editor

Karen Rainsong, 968.1986

Board meetings are held from 12:00-1:30 p.m. on the third Tuesday of every month and are open to the general membership.

Next meeting: Skinner's Restaurant, located at the Eugene Hilton, 66 East 6th Avenue

WBN Board Announcements

BUSINESS DEVELOPMENT COMMITTEE

What a great interacting group of women we are! At the May membership meeting, sponsored so well by Beverly Wilger of Melaleuca Products, we learned about all the green products available from her company (Melaleuca was green before green was cool!) and we were introduced to her newest co-worker. During the raffle drawing, great gifts were offered by the meeting sponsor Beverly Wilger (Melaleuca), Emily Evans (Emily Evans, Special Projects), Barbara Newman (Siuslaw Mortgage), Danielle Gielish and Lou Panni, Johanna Dahlin (Mary Kay Cosmetics), and Lisa Trecroce (Junk Be-Gone). Thank you all for contributing!

Next month's meeting will be sponsored by Julianne Harris of Pre-Paid Legal Services, Inc. (If you don't know your legal rights you have none). We will be circulating the "card box" during the meeting and drawing one card to select the July meeting sponsor right after the raffle drawings. Remember, this is a member benefit for those members who have belonged to WBN for six months or longer.

Are you interested in sponsoring our website? Visit www.wbneugene.org whenever you can and see the spaces that are dedicated to website sponsors, which are located on the WBN website's main page and Membership Directory (the two most frequently visited pages!). Every time someone logs on to the site and visits these pages, one of the sponsors will appear in that space, alternating randomly. We intend to have two website sponsors at a time, with a presence commitment of two months each. With a low cost of \$75.00 for the two-month sponsorship, this is easily the most "bang for your buck." Karen Rainsong of Rainsong Design and our Web Editor shared some statistics with us at the last meeting which were very exciting – the WBN site is being visited by people around the world!

Contact Barbara Newman at 683.2400 or barbara.newman@siuslawbank.com for more information, to send feedback, or to register as a website sponsor.

GREETERS

We could really use women who are willing to be floaters or "on call" when the regular meeting greeters are not available. You would help check-in new guests, introduce them to WBN members, or find them a seat if they don't know anyone. If interested, please call Jill LaRue at 344-7902 or Layla Fuller at 579-3922.

MEMBERSHIP

Don't miss contacts or leads by not updating your membership information! Did you know that if you have changed employment and you paid for your WBN membership dues from your own pocket (in other words, the company you worked for did NOT pay for you) that you can change your listing(s) on our website and get a new name tag? Please log in to our website to make changes at www.wbneugene.org or send an e-mail to wbnmembership@wbneugene.org and our membership committee can update your listing.

ITS RENEWAL TIME! FOR MEMBERS WHO JOINED BEFORE FEBRUARY 2009 OR PAID PARTIAL DUES:

We have some exciting changes this year with our renewal process. By logging in to the WBN website, you can update your member information and renew your membership online with a credit card, ensuring no lapse in your membership benefits. Renewal fees are \$80 for an individual, \$40 for

WBN Board Announcements

a second business, and \$160 for a corporate membership. Read more under "Website" for details regarding online payments.

TO UPDATE YOUR ONLINE WBN LISTING (CURRENT WBN MEMBERS ONLY)

How to Login: Log in to the website (www.wbneugene.org) from any page on the website, by entering your username and password in the box that appears on the left-hand side of the page you are viewing. After you successfully log in to the website, you will see navigation items that will allow you to renew, update your directory listing, update your account information, or add a member event.

What's my username? Your username is your first name plus the first letter of your last name (i.e., Julie Smith would be julies). If a member has more than one business, append a "2" after the username for the second business (i.e., julies2).

What's my password? Your password is the 7-digit phone number you registered with and it includes the dash (i.e., 123-4567). You can change your password after logging in. Do not include the area code when entering your phone number. If you forget your password, click on the provided link and the site will send the username/password on file to your e-mail address. If no e-mail address is on file (or it has changed) you will need to contact the website editor for a new password.

If your business pays membership dues with a check, look for the downloadable renewal form on the WBN website or pick up a form at the greeters table when you come to the monthly membership meetings.

If you have any membership related questions, please feel free to contact Membership Chair Kim Arscott at 521.3567 or wbnmembership@wbneugene.org

NEWSLETTER

Please remember all newsletter submissions are due by the 15th of every month and are considered on a first-come, first-served basis. Please send all items to newsletter@wbneugene.org

PROGRAMS

Please join us in July for a special luncheon presentation featuring two very special member profiles. Ellen Chace from Lord Leebrick Theatre Company and Judith Conrad from Mount Shasta Magic will be sharing with us stories of the personal and inspirational paths they each followed to become the successful, strong women that they are today. We invite you to join us for this inspiring meeting.

WEBSITE

Credit card processing is now live on our website, and you are encouraged to join or renew online with a credit card. If you have any questions or problems with the site, please let Karen Rainsong know at 968.1986 or karen@rainsongdesign.net. And, don't forget to update your membership profile; you can add a picture and even a pdf to your listing. This is a great way to strengthen your online presence and get more business.

Board Member Profile

by Joyen Pendowski

Julianne Harris
WBN Past President
Pre-Paid Legal Services, Inc.
541.515.9600 www.get-help-now.com



I recently spoke with Julianne Harris to learn more about who she is, what makes her tick and about her background, but frankly, where one begins when trying to profile Julianne Harris I just don't know because there are so many wonderful things to say. Like any good fact checker, I asked her for the basic details of dates and positions held, but in all honesty, details like this don't necessarily make for an interesting article. I wanted to know more, and during our brief conversation, I quickly gathered this is a woman who has a warm personality, a great deal of passion for everything she does, and who possesses a kind heart for others.

In 1994, Julianne became aware of WBN through a women's mentorship program offered by Lane Community College. At the time, she owned a satellite TV business, and as a participant in the program. WBN founder, Donna Freshman, invited Julianne to come to her first WBN meeting.

After a number of years, Julianne decided it was time to join the WBN Board, and she did so in 2004. As a member of the WBN Board, Julianne returns the favor once paid to her by her mentor by working tirelessly to invite guests and by distributing WBN cards everywhere she goes. In addition, when shopping for services, Julianne goes to the WBN Directory first; she is a firm believer in supporting other members.

Now, no one would belong to any group for as long as Julianne has without truly loving the other members and the work that is done by the

organization. When asked what makes her proud to be a member of WBN, Julianne responded without hesitation that it is the willingness of the members to rally together in times of need, be it for personal or professional reasons.

Over the years, Julianne has seen many changes with WBN, but as she looks to the future, she hopes for more business-to-business growth. As Julianne sees it, an organization is only as strong as its weakest component. Over the next 10 years, she sees this as a tremendous growth opportunity.

Julianne believes in volunteering whenever she can and thinks there is no better feeling than that which is felt when helping others. She spent over six years as a volunteer for the Ribbon of Promise, a nonprofit agency dedicated to preventing school violence. In addition, Julianne organized both the Sunrise Breakfast for the American Cancer Society Relay for Life and the Holiday Dinner for local senior citizens for five years. She recently started working as Development Director for Alvord Taylor, a nonprofit agency that assists adults with disabilities to live quality lives in their community.

Finally, when not busy with work or WBN, Julianne loves spending time with her three grandchildren, enjoying outdoor activities and making stained glass windows. She has many mottoes, but my favorite is that the tragedy in life is not that it ends too soon, but that we wait too long to start living it. Thanks Julianne for showing us how to start living!

Member since 1995
Programs Chair
2004-2006
Vice-President 2007
President 2008
Past President 2009

Welcome New Members!

**HILTON EUGENE &
CONFERENCE CENTER**
Keri Brown

Phone: 541.342.6653
E-mail: kbrown@eugenehilton.com
Web: www.eugene.hilton.com

Hilton is Eugene's only downtown premiere hotel and banquet facility with 269 luxury guest rooms and 30,000 square feet of flexible banquet space. Hilton is the perfect place for any function large or small; fabulous events with affordable pricing!

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Teri Carroll

Phone: 541.895.3200
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Web: www.adairhomes.com

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Bobbi Hunter

Community Relations Director
Phone: 541.687.8851
E-mail: BobbiH@CareOptions.com
Web: www.CareOptions.com

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FARMERS INSURANCE
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Agent
Phone: 541.434.9720
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I specialize in all your home, auto, life, and commercial insurance needs with one of the oldest and strongest companies in the nation. Call me today for a free quote.

HERITAGE MAKERS
Andrea Vegh

Personal Publishing Consultant
Phone: 541.359.7868
E-mail: eric_andrea@live.com
Web: www.createaphotolegacy.com

Heritage Makers is an online publishing tool that helps you capture your legacies in your own published book. Every story deserves a book of it's own; love, wedding, baby, military, family, vacation, graduation, friendship, the list is un-

ending. Let me show you how easy it is to get your pictures off your hard drive and out of your dusty boxes and into a storybook/scrapbook made just for you or a friend.

LOANREFINE
Sheryl Williams

Office Manager
Phone: 541.485.0214
E-mail: sheryl.williams@loanrefine.com
Web: www.loanrefine.com

LoanRefine offers free loan modification or short sale consultations to homeowners who have suffered a financial hardship that has made their home mortgage unaffordable and who are not eligible to refinance. Modification candidates, unlike refinance candidates, do not need equity in their homes and can have past credit issues.

CONFIGURE, INC.
Maria Wren

Technical Project Manager, PMP
Phone: 541.913.9211
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A full service business solutions provider for data and voice products. Nationally recognized expertise in network design, implementation and optimization.

WBN Member Benefits

- | | |
|---|---|
| Listing in the WBN Membership Directory | Great Networking Opportunities |
| Online Business Listing | Great Speakers |
| Monthly Newsletter | Fun Special Events |
| Discounted Meeting Fee | Sponsorship Opportunities |
| Support from Other Women in Business | Educational Events to Enhance Your Business Success |

New Member Profile

by Joyen Pendowski

Corinne McElroy Edge of Change

541.344.8639 www.edgeofchange.com



Corinne McElroy is the owner of Edge of Change, *Essence of Leadership*, which is a coaching organization that works with individual leaders as well as groups. She has worked in the leadership field for 19 years, and in addition to having her own coaching company, she has also worked as a leadership performance coach for Rapport Leadership International, which is based in Las Vegas, Nevada.

While the leadership field is comprised of many competitors, Corinne believes Edge of Change stands apart for a number of reasons. First, she has been working in this field for a long time, which she feels has given her an unrivaled base of knowledge. Second, she has a tremendous amount of training. Corinne is a Certified Professional Coach: CPCC with the Coaches Training Institute and PCC with the International Coaching Federation. She is also a graduate of the Center of Right Relationship for organizational and relationship system coaching. Furthermore, she is an authorized facilitator with Team Coaching, Inc. for conducting team coaching assessments. Finally, Corinne's "edge" is her compassion for others and the desire to help them find their "inner voice," as well as passion for fulfillment in life and business.

As a coach, Corinne's day is somewhat like that which most others experience, but unlike sports coaches, she does not wield an ear-deafening whistle nor does she make you take laps if you've misbehaved. Her typical day starts around 7:30 a.m. with a hot cup of coffee. She spends the first part of her morning checking for e-mails from clients with homework or needs. Then, she switches focus to thinking about what she wants

to accomplish for the day and writing down these thoughts for further exploration. But mostly, her day is spent on the phone coaching clients and making connections with others.

Despite this relaxed approach to running her business, Corinne knows achieving success is no easy task; you have to work for it. But in doing so, she feels the most important things to do include reflection on the What and the Why questions. Why are you in business? Why is that important to you and to others? When it comes down to the core of the business, who and what is the business? Keeping answers in alignment with everything you and your company does will help bring about success.

Longing for a difference and a different way of life, Corinne and her husband moved from Las Vegas to Eugene a little over five years ago. Together, they have two awesome daughters: Sheena, 24, who lives in Las Vegas; and Breanna, 18, who recently moved from her parent's house to her own apartment in Eugene. The rest of Corinne's family still lives in Nevada.

Corinne still visits "home" regularly and during her trips to Las Vegas, she enjoys flying (she has a private pilot license). But, she also enjoys learning more about people, growth, and change. She even enjoys dancing and exploring new places.

When asked what makes her the happiest, Corinne replied being with her family, being out in nature (the mountains and the beach), dancing and totally cutting loose, being free to be herself, and helping others to be free to be who they are, too.

Feature: Creating Income

Submitted by Denise Beins

In today's economy, businesses are being more creative about ways to generate more income and save cash. Many people are starting to explore the barter strategy and are finding it to be a good fit for their specific business model. Bartering, also known as trading, goods and services can save cash and create new connections for businesses that would not have otherwise happened.

So, where do you find someone with whom you can barter? The website Craigslist is one place where these barter connections are found. And, in the Eugene area alone, there are 10-20 new barter listings every day! Doing direct, local trades like this can come in very useful as long as each person can use what the other has to offer and the item or service bartered is of equal value. While there are benefits to using websites like Craigslist, other options do exist.

One of these options is to utilize a nationwide barter exchange, such as Tradia, a WBN member. A few perks of being part of a larger network include:

- *There are many types of services or items to utilize.*
- *The members have already decided that trading works for their business.*
- *You do not need to trade with a specific individual because your trade dollars are processed through a barter account. This means you can sell to one business and buy from another!*
- *Your barter dollars are tracked in an account similar to a savings account, making bookkeeping and tracking taxes easier tasks.*
- *You do not need to worry about trading for an equal value.*

Keep in mind that all barter transactions must be carefully documented, since the Internal Revenue Service considers barter income as taxable. However, services you purchase on trade for your business can be deducted, so keep that in mind when you are "spending."

If you would like to learn more about how a Tradia membership could work for your company, please call the Tradia Lane County office at 541.988.1858

Kudos Korner

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

President's Message Continued from page 2

experience, it's a chance for you to realize personal growth. It's an opportunity to enhance your image and the credibility of your business because of your ties to a professional business organization like WBN. Becoming involved will also help you sharpen your communication skills and refine your leadership expertise. I say all of this because it's happened to me.

But wait, there's more! If you become involved, it may inspire the next generation of members to come forward in the future and it will help prevent WBN from becoming old or stale. Your fresh, new ideas will ensure that the Women's Business Network will continue to successfully evolve as it has for the last seventeen years. I challenge you to leave a mark, expand your influence, and make a difference in our very respected and professional women's organization. The time is now.

Peace!

— Lou Panni

Member Notices & News

Have You Seen Me?

At the May membership meeting, Johanna Dahlin with Mary Kay, brought Tammi Brannan two items in a Mary Kay bag, which was inadvertently left on one of the lunch tables and is now missing. If you happen to know the whereabouts of said bag, please contact Tammi at 501.7020. Thanks!

Your Living Will

Every year thousands of families quietly face life altering decisions. A family member becomes critically ill or is in an accident (perhaps even placed on life support) and unable to make his or her own medical decisions, leaving someone else to make those decisions. Who should decide? What should they do? You may recall the high-profile story about Terri Schiavo and her family's ordeal with these decisions. Don't let this happen to your family. One of the many benefits of being a Pre-Paid Legal member is the preparation of a living will. Contact Julianne Harris at 515.9600 or jharrisoregon@gmail.com for a brief presentation by July 30th and you will be entered into a drawing for a night at the coast! There will be no obligation to join (I promise!). Let's just have a legal visit.

Feeling Overwhelmed? Help Is Here!

Adventures always seem the most exciting when you are standing at the beginning of one. Unfortunately, this is also when they seem the most overwhelming. If you have a big idea for a new adventure, we would like to encourage you to start your journey. CEO Systems understands that a few of you are looking ahead and all you see is a large unmovable mountain standing in your way. We encourage you to not live in fear of climbing that mountain. We have found that the time spent climbing is the time you will look back on and remember as "the best."

As you start your climb, please remember that you don't have to have all the details figured out in the beginning. That's what is so exciting about an adventure! Doors open to those who follow their passion and opportunities just present themselves.

We at CEO Systems think you should also note that money is not a passion. Money is what comes as a result of following your passion.

Everyone needs a little help once in a while. If you run into an obstacle, overcome it by seeking outside resources that specialize in the areas that you are experiencing difficulties in. Get the help you need – no one person is good at everything!

To begin receiving free tips focused on helping you increase your organization and efficiency, sign up at www.ceosystems.net or contact Kathryn Gaines at 870.5742.

Mark Your Calendar



June 4, 2009

Membership Meeting

July 2, 2009

Membership Meeting

July 4, 2009

Independence Day

September 7, 2009

Labor Day

REMINDER: To members whose company writes checks to pay their dues, please note in the Memo section of the check the name of the member being paid for as it is often impossible to determine who the payment is for. Thanks!



P.O. Box 1412
Eugene, OR 97440

FIRST CLASS MAIL

Next Meeting:

Catherine VanWetter

*Overworked and
overwhelmed?
Strategies to guide
you to "The Soul of
Your Heart"*

June 4, 2009

11:30 a.m.

Eugene Hilton Hotel

About the Guest Speaker

Catherine VanWetter is the founder and owner of To The Heart of the Matter located in Corvallis, Oregon. Her newest book and mediation CD, *The Soul of the Heart*, offers inspiration, deep healing and hope during these turbulent times. Catherine's worldwide workshops and retreats offer resolution to lead you gently back to the soul of your heart.

This invigorating workshop experience offers innovative and preventive strategies focused on restoring and manifesting a sense of relative balance and resiliency within the soul of one's heart. It's designed to teach and remind individuals how to create a healing environment for themselves and others, thus returning to their natural state of joy and living, therefore naturally living a more tranquil, heart-centered life.

**June's membership meeting is sponsored by:
Julianne Harris of Pre-Paid Legal Services, Inc.**

Women's Business Network Meeting Etiquette

- Cell phones off
- Meet and greet before and after the meeting
- Introductions should be just your name and business name only
- Avoid talking/whispering during the meeting and remind others as needed
- Only members may put materials on the networking table
- Only speakers may put materials on the luncheon tables
- Announcements are for members only