



May 2009

Network News

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

WBN's "Network News" Takes On A New Look

In life, it seems that change is something most people either naturally gravitate toward or rebel against. An affinity for change can signify someone looking for a new adventure or challenge, while resistance to change is often associated with discomfort and insecurity. Your new Editor happens to be one of those people who loves change (in all areas of her life), but she recognizes that her love for change is not necessarily felt by all. That said, the following information will highlight the changes for WBN's *Network News* and reaffirm those elements that will remain the same.

Probably the first and most obvious change to *Network News* is the design. WBN's newsletter will now feature eight pages of full-color content (versus four pages). The additional pages will allow more room for member-submitted articles, news, and special WBN announcements. And the second thing you may have noticed is the change in editorial responsibility. Effective with this issue, the new Newsletter Editor is Joyen Pendowski, owner of Ruby Porter Marketing & Design. Joyen comes to the organization with over 10 years of marketing and design experience. In addition, she has been the lead writer and editor for a number of non-profit, professional publications and journals. While Joyen brings change to *Network News*, there are a number of items members can still expect to find within the publication, such as *Kudos Korner*, member profiles, meeting information, and more.

Finally, it is important to recognize Angela Egremont for her hard work and dedication in putting together *Network News* over the past 2+ years. She crafted and delivered *Network News* to WBN members every month with excellence in every aspect of her work. Needless to say, her tremendous work leaves big shoes to fill. Luckily, she will remain active with the newsletter as Assistant Editor. Thank you Angela!

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 1994!*

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

You're You, Not What You Do

I have been racking my brain thinking about what to write for this month's column and nothing cute or profound comes to mind. I think I'll just share with you what's been going on in my personal life lately.

April began nicely with a large turnout that first Thursday for our WBN lunch meeting. Then, I spent a few wonderful days in San Francisco the way I do each year at this time visiting my mom and my five siblings for their annual March/April birthday bashes. I returned feeling relaxed and happy and then, wham! A few days after returning, I was laid off from my job along with my entire department and several others who were deeply involved in sponsoring community events and supporting non-profits. Our departments were considered "non-essential" to the daily operation of our business, especially during this challenging economic crisis. What?! Excuse me! What better time is there to strengthen our relationships with our community partners and invest the time to cultivate new relationships and networks than during this recession? But, of course, this is coming from a person with 25 years of outside sales experience, who has survived several downturns, and has used that time to do exactly what I just described. When the economy improved each time, I had a whole new batch of prospects to call on. Anyway, that's all beside the point.

During the last few months, I sadly watched on the sidelines as friends and associates were laid off. I grimaced as I listened to the media reporting our local and national unemployment rates. I had my comfort zone – the demands of my job were routine, comfortable and satisfying. It's not easy to lose your job. It is very stressful; it's a lifestyle change and right up there with learning that you have a serious illness. Statistics claim that on average, 70% of our day is spent on work-related activities. And, how quickly in meeting a new person do you hear, "and what do you do?" Everybody takes this traumatic news differently. Some sob and cry; some clam up or get angry and say things they may later regret. Me? After the initial shock and feelings of loss, I was glad for the opportunity and couldn't wait to start something new, to do all of the things I was putting off or missing because I had to work! I'm lunching with my retired friends, playing a lot of golf, gardening, reading, painting, you get the picture. In the

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~ 2009 WBN Board ~

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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: Location TBD

WBN Board Announcements

PAST PRESIDENT

The Audit team will be doing the quarterly audit this month.

BUSINESS DEVELOPMENT COMMITTEE

A big "Thank You!" to our RAFFLE PRIZE DONORS! At our March and April meetings, the lucky winners received marvelous gifts from Kim Arscott (Longaberger Baskets), Sulayla Fuller (Costco), Danielle Gielish (SELCO), Phyllis MacLuan (Phyllis MacLuan CPA, PC), Julianne Harris (Prepaid Legal Services), Beverly Wilger (Melaleuca), Beverly Andrews (Doncaster Clothing), Sandy Hare (Dr. Design Home Staging & Redesign), Tammie Brannan (Instinctive Life), Jeannie Marr (River Rd. Health Mart Pharmacy), Elsabe Slatin (Independent Woman), and Lisa Trecroce (Junk Be Gone).

Our MEETING SPONSORSHIP program is up and running! Look for the "Meeting Sponsorship" hatbox at the entrance table and add your business card if you want to be the sponsor for the next meeting. We will draw a business card at the conclusion of the May meeting. For your \$50 you will gain the opportunity to display your sign or banner during the meeting, use your own table for materials/products, etc., and speak to the attendees for three minutes. And, your sponsorship is announced in the newsletter!

For more information, to volunteer to bring a raffle prize, or be included on the Committee, contact Barbara Newman at 683-2400 or barbara.newman@siuslawbank.com.

WEBSITE

The online credit card processing is now live! We are also pleased to announce WBN website sponsorship opportunities, which is a great way to gain exposure for your business. Check out the placeholder on the website, where your business banner ad could be placed. Also, stay tuned to hear more about the Google analytics for our site and our stats. Finally, please remember to update your directory listing, as most of our site visitors are clicking on that page first. It is another great way to keep your web presence fresh!

MEMBERSHIP

Thank you for all the support and business you share each and every month at our general meetings; it is really a pleasure to meet and greet with so many successful women every month. Did you know when you add a second business to your current membership that you only have to pay half the dues? What a smart way to get the most out of all your networking! And, one last reminder: When we announce our name and business during introductions, we can only announce the business for which dues have been paid.

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.

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

Welcome New Members!

CEO SYSTEMS

Denise Beins

Co-Owner

Phone: 541.968.1115

E-mail: denise@ceosystems.net

Web: www.ceosystems.net

We work with business owners who want to streamline their day-to-day operations to be more productive, more efficient and have less stress.

MCKENZIE COMMERCIAL CONTRACTORS, INC.

Joyce Berman

Director of Business Development

Phone: 541.343.7143

E-mail: jberman@mckenziecommercial.com

Web: www.mckenziecommercial.com

Specializing in commercial construction. Our completed projects cover a diverse range from schools and universities to offices, financial institutions, industrial, health care, restaurants, tenant improvements, and public facilities.

JLD WRITES & SPEAKS

Judy Dippel

Owner, Freelance Writer, Speaker, Marketer

Phone: 541.653.8636

E-mail: JLDwrites@comcast.net

Web: www.judydippel.com

Do you need a reliable, professional writer who can put "your company story," products or services into words? From taglines to websites...and written copy for anything and everything in-between...Judy is committed to pulling it all together for you!

IT ALL ADDS UP!

Susie Piper

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Phone: 541.607.0855

E-mail: susie@susiepiper.com

Web: none

Exceptional bookkeeping and payroll service for small businesses and professionals.

ABBI SKIN CARE SOLUTIONS

Marilyn Rice

Licensed Clinical Esthetician, Reiki Master Practitioner, Natural Nail Tech, Reflexologist

Phone: 541.953.4356

E-mail: mar.rice@gmail.com

Web: under construction

As an esthetician, I can help you erase years of sun damage, those pesky fine lines and wrinkles, premature aging, acne, sensitive skin, etc. I offer complimentary skin analysis and I love to teach my clients the hows and whys of great, professional skin care products.

WBN Member Benefits

Listing in the WBN Membership Directory

Online Business Listing

Monthly Newsletter

Discounted Meeting Fee

Support from Other Women in Business

Great Networking Opportunities

Great Speakers

Fun Special Events

Sponsorship Opportunities

Educational Events to Enhance Your Business Success

New Member Profile

by Joyen Pendowski

Your Name Here!



Your Picture Here!

Have you been a member of WBN for less than one year? If so, you could be selected for a feature in *Network News*!

The feature highlights you as a woman in business, your company, and a bit about you as an individual.

It's a great opportunity to shine!

Features will be on a first-come, first-served basis. Those interested should contact Newsletter Editor Joyen Pendowski at newsletter@wbneugene.org

Feature: Did You Know...?

Submitted by Susie Leo Piper

As cold and flu season is upon us and the threat of Swine Flu is causing international concern, here are a few interesting tidbits of information about germs and how to help mitigate their effects on our health.

Examples of where germs live:

Purses and wallets – Studies have shown that paper currency can carry germs, viruses and even small amounts of illegal drugs. Purses can pick up bacteria when they're placed on the floor.

Shopping carts – Shopping carts can be covered with microbes and pathogens that can transfer to your hands and the food you choose. A 2007 study at the University of Arizona found that the handles of nearly two-thirds of shopping carts were contaminated with fecal bacteria. The fact that children often sit in the seat of larger carts adds to the problem. "That's putting a kid's butt where you put your broccoli," Microbiologist Charles Gerba told ABC News.

Germ-fighting myths:

Alcohol hand gels are as good as soap and water. Not true! Yes, they're better than nothing, however soap and water help dislodge dirt, bacteria and viruses so they rinse away. With gels, the bacteria has nowhere to go.

Using an air dryer in the restroom will keep the germs off my hands. Not true! Numerous papers show that the friction created by using paper towels is actually a key part of the cleaning process. The friction removes the bacteria, whereas air dryers tend to disperse them in the air.

Winning the battle against germs:

Wash your hands frequently. Scrub vigorously with water and soap until lather appears, making sure to get between your fingers and fingernails. Use a nail brush if you have one. Briskly dry with a towel. Touch transports 80 percent of infections, so hand washing is the best thing you can do to prevent infection.

Hand washing, if done often, can help keep you healthier — 24 percent less likely to get a respiratory illness and 45-50 percent less likely to get a stomach bug (World Health Organization data).

Source: Weise, E. (2009, January 21). *Are you washing your hands correctly?* USA Today.

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.

Thank you to **Lori Macedone** of **Send-a-Song Singing Telegrams** for a wonderful networking session. I really enjoyed getting to know more about you and your business. – Joyen Pendowski

President's Message Continued from page 2

fall, I'm looking forward to taking a real estate course and trying my hand at selling homes.

I learned something important over the last few weeks: I am not my job. My self-esteem and wellbeing are not framed by what I do for a living, but from my own good opinion of myself and my capabilities, my relationships and my interests. It is very likely that you or someone you know will suffer setbacks related to the economy's deep recession. We can all sympathize with how difficult it is. This is an excellent time to take stock. At this time, it's important to remember that you are not what you do or what you have, but who you are. This economic downturn will cycle through, just as they always do. This too will pass.

Peace!

– Lou Panni

Member Notices & News

Rainsong Design Announces E-mail Marketing Service

Do you need more marketing punch for less money? Rainsong Design now offers an e-mail marketing service complete with reports and analytical tools to help you send effective, targeted campaigns. For a low fee, Karen will customize a template for your business, which can be used to send great looking html e-mails to your customers or potentials. This is a great new service for those WBN members who don't have the time or patience to set up templates themselves. With this new service, you can send e-mails as often as you like, such as a weekly postcard or a monthly newsletter. And, there are no monthly fees. Learn more about it at www.rainsongdesign.net or call 968.1986.

Graphics and Words Join Forces!

Rainsong Design is also teaming up with Judy Dippel to more fully serve clients. Judy does fantastic marketing and copy writing for a very reasonable rate. Now when you come to Karen for your graphic design needs, you can have Judy help you with your marketing plan and writing. They both love helping your business succeed! Check out www.rainsongdesign.net and www.judydippel.com for more info, and stay tuned for package deals to get the most for your money.

Mother's Day Special

For a new, fun treat for mom, how about a Mother/Daughter Makeover with some new spring colors? Afterwards, I'll take a nice photo of you together for you to take with you and remember the fun occasion. A little moisturizer and light foundation, a touch of cheek and lips and she'll be a vision of loveliness to make her feel young again. Or, the full meal deal if she's a cool mom: 50 but looking 40, 60 looking 50, etc. I will also gift her with a lipstick, lip gloss, or cheek color of her choice. Sound like a neat treat? Contact Johanna Dahlin, www.marykay.com/jdahlin, 255-2640.

Lori Macedone's Hand Made Art Cards

Lori Macedone, from Send-A-Song Singing Telegrams, is proud to announce that she has been invited to be a guest artist with The ArtChics, a local women's art group, and will create 100 hand made art cards for their annual Do The Write Thing fundraiser. The event will be in November. In the meantime, Lori will be selling her unusual style of art greeting cards, mostly created from recycled materials, on the last Sunday of each month from 10:00 a.m. to 4:00 p.m. through September at the 2nd annual BRINGfest. BRING Planet Improvement Center is located at 4446 Franklin Blvd. in Glenwood.

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!

Mark Your Calendar



May 7, 2009

Membership Meeting

May 25, 2009

Memorial Day

June 4, 2009

Membership Meeting

July 2, 2009

Membership Meeting

July 4, 2009

Independence Day



**P.O. Box 1412
Eugene, OR 97440**

FIRST CLASS MAIL

Next Meeting:

*How to Choose A
Healing Provider and
Reduce Your Liability*
Midge Murphy, JD, Ph.D.

**May 7, 2009
11:30 a.m.
Eugene Hilton Hotel**

About the Guest Speaker

Midge Murphy, JD, Ph.D., 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. She is the creator of cutting edge continuing education and academic courses on the legal, regulatory, and ethical issues in energy medicine and energy psychology. She is a professor at Energy Medicine University and offers her continuing education courses live and online on her website. Midge is a sought-after speaker at national conferences and is co-author, with Dorothea Hover-Kramer, of *Creating Right Relationships: A Practical Guide to Ethics in Energy Therapies*. Join us in May for an exciting and educational 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.

**May's membership meeting is sponsored by:
Beverly Wilger of Melaleuca**

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