



July 2009

Network News

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

July Meeting Info

Please note that the July 2 meeting will be in the Vistas I Room on the 12th floor at the Eugene Hilton. This meeting is being sponsored by Paula May of At Ease Home Care/Mothers Helper, a locally owned and operated in-home care company. See the back page of this newsletter for more meeting information.

Important Phone Change

In case you haven't heard, Oregon is getting a few new area codes, and in the Eugene/Springfield area, this means the addition of area code 458. Starting July 12, when dialing any phone number, you need to also dial the area code. If the call is local, you do not need to dial the "1" before the area code. So, if you are calling the business down the street, you dial 541.555.1234. But, if you are in Eugene and you are calling a business in Bend, for example, you dial 1.541.555.1234. Please double check your membership directory listing and be sure to add the appropriate area code with your phone number. If you need help updating your listing, please contact membership at membership@wbneugene.org.

Rev. Justine D. Michaud 6/23/55 - 6/29/09

On Monday, June 29, Justine Michaud transitioned at Sacred Heart River Bend Hospital. Her family and those who heard a call to be in attendance at that moment surrounded her, as did the extraordinary staff. A service and celebration will take place, most likely, on Wednesday, July 1 at 10:30 a.m. at The Center for Spiritual Living, 390 Vernal St., Eugene, OR 97401 (541.485.0035).

A few have inquired about how to assist the family at this time. In response, friends of the family have established the Justine Michaud Memorial Fund at Oregon Community Credit Union, account number 1005948. We hope that you, as her community of loved ones, will be able join us to honor and celebrate this incredible individual. ~ *Chris Wight and Raffie Cohn*

*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's renewal time once again for WBN members! Will you renew your membership with us? Let me ask you: do you enjoy the camaraderie of the women in our group at each month's meeting? Have you made a good friend or two over the past year? Have you established a relationship with a new business partner or client because of your membership? Have you grown by your participation in our organization—spiritually, emotionally, or intellectually? Have you enjoyed our speaker programs and our networking activities? Have you improved your leadership or communication skills by joining a committee? Have you improved your professional image in the community? Do you enjoy our delicious lunches? If you can answer "yes" to two or more of these questions, then please consider renewing. As you may know, we have some exciting changes this year with our renewal process. By logging in to the WBN website, you have the capability to update your member information and renew your membership online with a credit card, ensuring no lapse in your membership benefits. We have our summer luau with live entertainment and our annual awards dinner coming up and you won't want to miss out, so get on the ball!

It's renewal time. I also say that figuratively. Half a year has flown by already! As this is half-time in the year, or as we say in golf, we're making the turn, it's time to pause, take stock and review whether each of us has made any significant progress in our personal lives since our January resolutions. It's time to reflect and ask whether we are investing in ourselves. With six months left in this challenging year, it is an opportune time to revitalize our commitments to ourselves and others. I remember the adage that no one on their death bed ever said, "I wish I had spent more time in the office." Now is the time to ask whether we are having fun! I am going through somewhat of a re-birth, a rejuvenation, at this time myself. Becoming laid off from my job three months ago has given me the opportunity to stand back and objectively ask myself whether I was making a life or simply making a living? It has given me the opportunity to notice and appreciate even small things, to make more time for my family and friends. It has allowed me to regenerate my interest in my hobbies, it has given me a time to rest, renew and reflect on what I want for my future. It has given me the time to remember – me.

Soon, I'll be taking classes and venturing into a brand new industry that I have wanted to enter since my twen-

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~ 2009 WBN Board ~

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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 group of women we are! At the June membership meeting, sponsored so well by Julianne Harris of Pre-Paid Legal Services, we learned about how important it is to not only know what your legal rights are, but also how to protect them. During the raffle drawing, fantastic gifts were offered by Kim Arcscott (Longaberger Baskets), Judith Conrad (A Coach for All Reasons), Angela Egremont (Knitwits), Julianne Harris (Pre-Paid Legal), Lou Panni, Joyen Pendowski (Ruby Porter Marketing & Design), Karen Rainsong & Judy Dippel (Rainsong Design & JLD Writes), Pat Rollins (Printers Alliance), Lisa Trecroce (Junk Be Gone), and Beverly Wilger (Melaleuca). Thank you all for contributing!

Next month's meeting will be sponsored by Paula May of At Ease Home Care/Mothers Helper, a locally owned and operated in-home care company. And, due to an accidental double-booking, Judith Conrad of Mount Shasta Magic will now be the August meeting sponsor. Remember, this is a member benefit for those members who have belonged to WBN for six months or longer. If you're unsure of how long you have been a member, you can always contact Kim Arcscott, Membership Chair, at 541.521.3567.

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." Remember, the WBN site is being visited by people around the world!

Contact Barbara Newman at 541.683.2400 or barbara.newman@siuslawbank.com, or Kathryn Gaines at 541.870.5742 or kathryn@ceosystems.net for more information, to send feedback, or to register as a website sponsor.

DONNA FRESHMAN ARTEMIS AWARD

IT MIGHT BE YOU! Do you know which WBN member might be the very first recipient of the Donna Freshman Artemis Award? What is it, and why? Well, you'll just have to come to the July WBN meeting to find out. See you all there!

EVENTS

The WBN Board is excited to announce two upcoming events. Please mark your calendar for Wednesday, August 12, 2009 for the **WBN Summer Luau Party**, which will be held at the wonderful Shadow Hills Country Club in Junction City from 6:00 to 9:00 p.m. Reservations are required. See page 5 for more details.

Also, mark your calendar for Monday, September 21, 2009 for the **Annual WBN Trade Show**. This event will be held at the Eugene Hilton Hotel from 4:00 to 7:30 p.m. Sponsorships and booth spaces will be sold on a first-come, first-served basis. For more information, please contact Elaine Hartley, Events Chair, at 541.579.9041. Stay tuned for more details.

WBN Board Announcements

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 541.344.7902 or Layla Fuller at 541.579.3922.

MEMBERSHIP ITS RENEWAL TIME! IF YOU JOINED BEFORE FEBRUARY 2009 OR PAID PARTIAL DUES:

Don't let your membership lapse! If you do not renew before your current membership expires, you will be missing out on many membership benefits, such as your online membership directory listing, receiving the newsletter, sponsorship opportunities and more. If you have not renewed your membership yet, please do so today! To ease the renewal process, you can now pay online with a credit card. We have some exciting changes this year with our renewal process. 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 541.521.3567 or membership@wbneugene.org

NEWSLETTER

Ladies, this is your newsletter, and it is only as rich and wonderful as you help make it. I am putting a shout out for articles, items of interest, kudos, calendar items, etc. 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. If you have questions, please feel free to contact Joyen Pendowski, Newsletter Editor, at 541.687.6427.

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 541.968.1986 or karen@rainsongdesign.net.

President's Message, Continued from page 2

ties. However, because of my commitment to supporting my family, maintaining a good standard of living and ensuring that the kids got a decent education, my choices for careers were limited to salaried positions only. Now, because of this brief respite in my life, I am renewed and have decided to chase my long-time dream of

having a real estate career with all of the new energy and motivation that I can muster up . And whether I succeed or fail in it, I will know that I finally followed my dream. Think about it: what are you doing now to build, grow or change your personal happiness and future?

Peace!

– Lou Panni

SUMMER LUAAU PARTY

August 12, 2009

6:00-9:00 p.m.

Shadow Hills Country Club
92512 River Road
Junction City

\$20 members
and guests



MENU



- Shrimp Lumpia Roll Appetizers
- Kahlua Pork
- Barbecue Huli Huli Chicken
- Vegetarian Fried Rice
- Stir Fry Vegetables
- Vegetable Salad
- Macaroni Salad
- Fruit Salad

ALOHA! Join us for a hot, sultry and festive evening in Hawaii!

We'll provide the leis-you come relax, and enjoy a truly Polynesian-inspired dinner feast, music and entertainment. Tropical fruit beverages and a full bar will be available. Get ready to dust off your tropical shirt or dress and bring friends on your evening adventure to the islands. It will be a little bit of paradise in the middle of your week and not to be missed!

Reservations are required and acknowledged by receipt of payment.

Make check payable to WBN and give or mail to:

Susie Piper at WBN, PO Box 1412, Eugene, OR 97440

For more information contact Elaine Hartley at 541.579.9041
or Lou Panni at 541.868.5482.

Reservations must be received no later than Friday, August 7th.



WBN Summer Luau Party Reservation for August 12, 2009

Name _____ Business Name _____

Yes, I can help with transportation if needed _____ Phone # (_____) _____

Welcome New Members!

Do you know **women in business** who have not yet become members of WBN?

If so, invite them to a meeting!

If they join, you will be entered into a quarterly drawing for a **free lunch**.

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

Kathy Bronson Ultimate Fitness

541.915.3560 www.ultimatefitnessor.com



As the owner of Ultimate Fitness, Kathy Bronson is a woman constantly on the “go.” I spent some time talking with Kathy to learn more about her business, as well as who she is and what makes her tick.

Eugene native, Kathy Bronson, keeps busy running her business, Ultimate Fitness, which focuses on combining personal training with massage therapy to help clients overcome injury and achieve fitness goals. Depending on client needs, her days can start quite early and end fairly late, pushing her work week to 60 hours or more on a regular basis. Despite the long hours, Kathy loves her work and is truly passionate about helping her clients reach their goals.

While Kathy's professional life has not always been in the fitness industry, she *has* always been an avid fitness enthusiast. Before entering the fitness profession, she spent 10 years as a travel agent and another 10 years as a floral designer/consultant. Both jobs provided a certain level of satisfaction, but nothing quite like that felt when Kathy began working in the fitness industry. Today, Kathy has an impressive 18 years experience with personal training and another 9 years of massage therapy under her belt.

It is common knowledge that one factor toward achieving business success is standing apart from your competition. With many in the fitness industry locally (this is Track Town, after all), Kathy makes her business stand out with her level of education and unique offering. In terms of personal training, Kathy is a clinical exercise specialist, and she combines this with various massage techniques. So, if one of Kathy's clients is training for a competitive race but suffers from a hamstring

injury, she can both train and treat her client. However, she is not limited to running. In fact, Kathy is certified as an Advanced Health and Fitness Instructor from the American Council on Exercise, as a Titleist Golf Fitness Professional; and she is affiliated with the International Dance and Exercise Association and National Therapeutic Massage Board.

In addition to standing out from your competition, Kathy also advocates a necessity for one to be in the community. Not just in name, but physically, too. Serving the community in which you work helps you not only build a customer base, but it also demonstrates a commitment to the betterment of the community as a whole.

In Kathy's personal life, things are just as busy as they are with work. She has three children: one is attending Oregon State University, another has graduated from the University of Portland, and her youngest just graduated from high school. According to Kathy, her children are awesome and when she thinks of them, she can't help but smile.

In her free time, Kathy enjoys many outdoor activities, such as running, water skiing and snow skiing. She also relishes opportunities to get away and go to Hawaii and simply do nothing (aka, recharge the batteries). When not pursuing physical activities, Kathy also loves to digest new information about her profession and is a strong believer in continuing education.

Are you a new member? Would you like WBN members to know more about your business? Contact Joyen Pendowski, Newsletter Editor, at newsletter@wbneugene.org or call 541.687.6427.

Feature: Managing Your E-mail Inbox

Submitted by Kathryn Gaines

One of the most common complaints among business executives today is that they are unable to find the time to respond to all of their incoming e-mails. Allowing your e-mail inbox to pile up can be a dangerous and costly habit to have. When you don't respond to your e-mails within a timely manner, business opportunities can be missed and relationships can be strained. Properly managing your inbox is essential for business success. To help you increase your efficiency, CEO Systems would like to offer you these tips on proper e-mail management.

Pick 3 times a day that you will check and respond to e-mails. Schedule that time on to your calendar.

Create and use e-mail subfolders. Subfolders should be used like a virtual e-mail filing system. You have a few options for labeling your subfolders. You can create subfolders by different associate's names, subject, etc. - similar to categories you use for your physical filing system.

Once you have dealt with an e-mail, delete, flag, or move it to a subfolder immediately.

Outlook users can use a feature that allows you to "flag" an e-mail with different colors. This can be useful for situations where you have replied to an e-mail and are waiting for a response. By flagging the e-mail a different color, you are able to visually separate it from the e-mails that still need your response.

Handling the FYI type e-mails. We all like to be polite, but do you really need to respond to every FYI e-mail with a "thank you?" What will happen next? Will they respond with a "you're welcome?" This cycle consumes your time and that of your associates. Respond only when the situation requires it.

Create a separate e-mail account to use when signing up for online offers. This helps eliminate unwanted spam from your business e-mail inbox.

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.

Brighten a member's

day...

Write your

Kudos!



Member Notices & News

Is Your Business Growing?

When you think about the future, where do you see your business? Has your business grown? Do you have long-time customers? Have you opened another location? Maybe there are other goals you are working toward achieving? Whatever your goals may be, reaching them may be easier than you think, and Ruby Porter Marketing & Design is here to help. After all, our business is helping your business.

Ruby Porter Marketing & Design can help you develop a marketing plan to get the word out about your business. We can also support your marketing plan with professional graphic design, sure to impress both clients and suppliers. In addition to initial design concepts, we can also provide ongoing graphic design support for all your marketing materials, documents, signs, advertising and more. No matter what your specific needs are, Ruby Porter Marketing & Design is here for you, offering unique solutions to help you reach your goals.

For a limited time, Ruby Porter Marketing & Design is offering all new clients a 10% savings on our marketing and design fees. Be one of the first 5 to respond and save an additional 5%. Call us today at 541.687.6427 or visit us at www.rubyporter.com. This offer expires September 30, 2009.

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 541.515.9600 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.

Mark Your Calendar

July 2, 2009

Membership Meeting

July 4, 2009

Independence Day

August 6, 2009

Membership Meeting

August 12, 2009

Summer Luau Party

September 3, 2009

Membership Meeting

September 7, 2009

Labor Day

September 21, 2009

WBN Trade Show

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:

Member Profiles

Ellen Chace
&
Judith Conrad

July 2, 2009
11:30 a.m.
Eugene Hilton Hotel
Vistas I Room

About the Guest Speakers

Please join us in July for a special luncheon presentation featuring two very special member profiles.

WBN members **Ellen Chace** from Lord Leebrick Theatre Company and **Judith Conrad** from A Coach for All Reasons 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.

July's membership meeting is sponsored by:
Paula May of At Ease Home Care/Mother's Helper

Interested in sponsoring a meeting?

Be sure to enter your card into the drawing box at the monthly membership meeting. Remember, you need to be a member for at least six months before you are eligible to be a sponsor.

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