



WOMEN'S PROFESSIONAL NETWORK

April 2009 Newsletter

▲ April 30, 2009 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am RSVP by 5pm April 24 - www.wpnbellingham.org



Keynote Speaker: Gail Watson **Email Marketing Do's and Don'ts**

Gail is an international speaker who teaches powerful Email marketing, and networking strategies to motivate change today. She specializes in breaking down complex ideas into terms that anyone can follow and understand. It's all about less talk and more do.

As the President of the Professional Email Marketing firm, eXtra Contact, Gail has trained companies in innovative techniques to improve bottom line results. She has helped diverse clientele from Hollywood top wage earners, to restaurant owners, and software companies, to international seminar leaders, nonprofit organizations, products, entertainment professionals, businesses of various sizes, and authors.

Gail has been featured in The Globe and Mail, National Post, Financial Post, CanWest Global across Canada, ABC radio affiliates and Mark Victor Hansen's Cracking the Millionaire Code.

Communication using the internet is our quickest, easiest and most cost effective method to grow our business. When only 2.5% of people will follow up with someone when they first meet them, is it any wonder why so few businesses are successful. At the April Breakfast, you'll learn:

- to grow your business with more referrals,
- stay top of mind with everyone you meet,
- improve your cash flow by selling more.

These simple and effective e-mail techniques are proven performers and will change your business today.

▲ Presidents' Message - Tip of the Month

E-mail Marketing: Use List Segmentation to Deepen Customer Relationships *by Gail Goodman*

Getting to know your customers--what they care about and what motivates them--is a powerful first step toward getting great results from your marketing efforts. You've worked hard over the years to create a qualified list of people who want to hear from you--the key is to really make use of that list. By segmenting your list you'll get a

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April Featured Members



Tina Gisvold
Event Planner
Market Street Catering

Tina is headed into her fourth year with Market Street Catering and brings with her over 15 years experience in the food and beverage industry. Her experience in fine dining and golf course catering management gives her knowledge of all aspects of the an event, from the planning to the set up and service. She brings a love of fine dining and a passion for presentation and event ambiance. Her warm personality and the pride in her work shines through in the personal attention she'll give to you. In her spare time she does enjoy using her creative flair to prepare amazing pupu platters for her friends and family. Even her dog is a vegetarian with an appreciative palette.



Michelle Millar
Mi Shoes

Michelle Millar is the proud owner of Mi Shoes, a women's shoe boutique located in the heart of downtown Bellingham. Michelle opened Mi Shoes in October of 2005 and has been selling shoes and a higher sense of self esteem to women in Bellingham ever since. Mi Shoes is every woman's dream shoe closet, from the pink interior to the full length mirror and crystal chandeliers...if you haven't experienced it, there is no time like the present! In her off time Michelle enjoys pilates, hiking all over Whatcom county, spending time with her girlfriends and with her beautiful 10 year old daughter, Peyton.



Gerry Ellen Sleeth
Speedy Automated Mailers Inc

SAM Inc is a full-service mail house for businesses, organizations and individuals. We strive to provide the most efficient and cost-effective service for our customers, using bulk and 1st class postage (US, Canada and International). Involved in the local community, SAM Inc, has twice been honored as a small business finalist – a tribute to the dedication of the employees.

Gerry Ellen's family came to the Territory of Washington in the 1800's. She is a 1963 LHS graduate; attended Shaw Secretarial School (Clover Bldg above Belle Bridal) and married her high school sweetheart, John, in 1965. For several years, Gerry Ellen held civil service positions in Seattle & Bellingham (Navy, Social Security & Air National Guard). Two bits of humor about her career ... zip codes started when she attended Shaw's and all of her jobs have included working in the mail room and distributing mail! Gerry Ellen and her husband started their cottage industry in 1984. In 2009, they celebrate their 25th year with ten full-time employees and two locations (main office/warehouse on Queen Street in Bellingham and a small office on College Way in Mount Vernon).

Policy of the Month

Monthly Breakfast RSVP Policy

The WPN monthly breakfast meetings are held January through November. Because WPN must pay for every reservation, we ask you to cover your breakfast fee if you cannot attend after reserving for a meeting. You will be sent an invoice and can either pay online or pay in person at the next meeting. Members and guests who cancel before the RSVP deadline (5 p.m. Friday before the meeting) will not be charged.

We appreciate your help with keeping our costs low so we can pass that along to WPN members in the form of low membership fees.

News and Events

Teresa Schmidt launches Sprout Creative website!

Teresa Schmidt's new website <http://www.sprout-creative.com> has officially launched. Take a look at what she has been up to!

Barkley Chiropractic Offers Workshops to Help You Take Charge of Your Health

Are you ready to take charge of your health? If so, join Barkley Chiropractic the second Thursday of every month from 6:00pm - 7:30pm, as they challenge, inspire, and educate you on incorporating a lifestyle of wellness through their Take Charge...Eat, Move, and Think For Your Health workshops. Cost to attend the workshops is free. For more info call the office at 752-0061.

Wrapped to Perfection

Wednesday, April 22nd - 6:30 pm

Join in this fun workshop and learn creative ways to transform gifts into stunning statements for your upcoming spring events--Mother's Day, birthdays, showers, and more!

Using both new and recycled materials, instructor Jennifer Ryan will show you how to inexpensively turn the ordinary into whimsical, elegant, and imaginative presentations. She'll demonstrate exciting ideas for wrapping papers, containers, ribbons, gift tags, and more. For more details go to www.whatcomcommunityed.com

April 25-26th-Emerging Leaders Forum (ELF) "Collaborating for Change"

Leadership roles are shifting at home, work & play... So ...what do we do now? This new innovators economy is challenging us to view things differently. Join us for this two day conference for a fun, interactive weekend of discovery and discussions. Meet others with alternative business insights and surprising new tools. Speakers include Bonnie Dean, Joy Gilfilen and Doug Banner. 2 days/All Sessions/3 meals/Exhibits for just \$325 per person. More info go to www.UnitingCreatives.com or call 360-312-7730 Sponsorship opportunities available. Event will be held at Lakeway Inn & Conference Center in Bellingham, WA

Creating Self-Esteem in Our Children Tuesday, April 28

Come To This FREE Workshop and Find Out Why "Praise and Compliments" Do Not Build Esteem in Children, And In Fact, Create Just The Opposite!

What you will learn in this FREE workshop:

- Distinctions for Praising vs. Empowering
- Strategies You Can Adopt NOW to create unconditional self-esteem in your child
- Start improving the relationship with your teen right away.

This workshop is by Penny Chambers, *The Thriving Parents, Thriving Teens* FREE Workshop Series. Go to www.pennychambers.com to reserve your space or call Penny Chambers at 360.319.2150 for more information.

May 28 WPN Speaker

Speaker: Amy Hedin

Topic: Our Expectations Determine the Outcome
rsop by 5pm May 22

Renewing Members

Penny Chambers, *Thriving Parents, Thriving Teens*

Karen Hower, *Print Rodeo and Web Rodeo*

Sandy Levey-Lunden, *On Purpose*

Robin Robertson, *Bellingham Tennis Club
& Fairhaven Fitness*

Becca Shew, *Shew Design*

Randi Sulkin, *Silver Winds*

Sharon Yonally, *Golf Savings Bank*

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better response rate, as people are far more likely to pay attention to articles and offers in their areas of interest.

Selecting Your Segments

List segmentation is an easy and effective way of ensuring that your messages are targeted at the most receptive audiences. To be effective, most businesses need only two or three segments, and it's a simple process to begin. Start by deciding how you want to segment your list. There are many questions you may ask yourself: What industry are they in? How big are their companies? What are their ages and genders? How old are their children? Where do they live?

Once you've selected your segments, assess what data you already have to help you put your customers into these buckets. Divide your list into categories based on purchase history, e-mail newsletter click-through and website registration data.

2 Ways to Get Started

If you don't have good data, there are two easy ways to begin your segmentation.

Survey your customers--Online surveys are easy

to create and can be used to learn how your customers view your business. The information gathered from a well-executed survey can be invaluable, especially in a tough economy.

Segment your list over time--By observing which items they respond to in your e-mail newsletters or promotions, you can write articles designed to appeal to different customer segments and use your click-through data to place them in the right buckets.

Once you have a clear segmentation strategy, try to gather as much information as you can right up front as you meet new customers and prospects.

By using segmentation to deepen your relationships with your customers, and by really taking the time to get to know their preferences, you can create a living, breathing database of information that can help your business succeed. The more targeted your communications, the more your customers will feel connected to you and the more likely they are to bring you more business.

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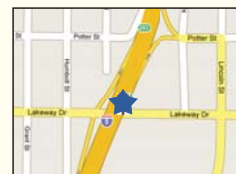
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The WPN meets on the last Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.