



WOMEN'S PROFESSIONAL NETWORK

August 2008 Newsletter

▲ August 28, 2008 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am RSVP by 5pm August 22 - reservations@wpnbellingham.org



Keynote Speaker: Laura Sanderson Be You in Business

Laura Sanderson brings to life those real experiences we all have. In her humorous way she will encourage you to keep dreaming, to take another step forward- to keep going.

Laura and her husband Tim have been married for 28 years. They have 5 children and at the moment, 2 grandsons. They have lived in Bellingham for 20 years.

Laura began her journey with public speaking way, way, way back in high school. Taking classes in communication and joining the debate team fueled her desire to communicate to others how to overcome everyday struggles.

She has spoken to a variety of audiences on various topics such as, "Who are you - really?", "How to Speak to a group" and "What's the worst that could happen?" along with the daily life subjects of raising children, marriage, and working women.

She has been working on her book "C'mon, God I'm just not like that." for what seems like forever. This book is about how difficult it is when you spend your life trying to be what someone else thinks you should be, instead of being who you are.

Laura is part owner and the COO of Fairhaven Candy. She created the recipe in the wee hours of the morning just over 3 years ago, and has been working diligently since then, making candy, creating packaging and marketing the product.

▲ Presidents' Message - Tip of the Month

Acting Without Planning
by Barbara Mulhern

When Anne S. Miner worked as assistant to the president of Stanford University more than 20 years ago, she noticed that certain leaders had the skills to act successfully without planning.

She's been researching that skill ever since.

Dubbed "improvisation" in the early 1990s, today it's a hot topic among prominent business schools, university researchers, consultants and startup businesses searching for the tools needed to succeed.

▲ August Featured Members



Alaine Borgias
Adventures NW Magazine

Alaine Borgias came to Bellingham to attend WWU in 1982 and never left. She earned her MA in writing, and after fourteen years working as Village Books' events, marketing and publications coordinator, Alaine broadened her professional pursuits related to words and images. For two years she worked for a Denver-based literary publisher. Now, she provides freelance writing and editing services, but focuses much of her time managing, designing and editing Adventures NW magazine with her partner, Paul Haskins, who founded ANW in 2005. A free, full-color, outdoor recreation and lifestyle magazine, Adventures NW is an independent, socially and environmentally responsible business that celebrates the abundant offerings of the region, appealing to anyone who enjoys stepping outdoors. Together, Alaine and Paul also have a son who attends Sehome High; and – if time allows – Alaine gardens, sails, bikes, skis, hikes and volunteers at local races.



Bonnie McFarland
La Bella Via

I'm a "passion detective." I work with women who are feeling bored, restless, or stuck and are wondering what to do next with their lives that would be more satisfying. I use a unique, fun, fast, powerful process to help my clients discover what lights them up (what energizes and enlivens them, what they're passionate about) and follow their "lights" clues to create lives they love.

If you'd like to learn to be a passion detective in your own life, download my free e-book, "What Lights You Up? Your Guide to Pleasure, Passion, and Purpose in Life," from www.labellavia.com.



Penny Chambers
Certified Family Coach

Penny is a family coach who is committed to helping bring joy and confidence to the parenting of teenagers. She offers workshops, group coaching and one-on-one coaching to parents.

Penny has worked with families and in education for 17 years. This involvement includes coaching, teaching, serving on the Board of a local alternative high school, and co-founding/co-directing a private community-run school.

The best chance parents have to positively influence their teens, and the best chance teens have for the guidance they desperately need, is a strong, non-judgmental relationship. Penny offers workshop participants and clients powerful new practices to use immediately to establish a more loving and empowering relationships with their children.

Penny has two grown children



Patrice Valentine
Net Solutions

Patrice Valentine started Net Solutions North America in 2003 in response to an overwhelming need for a high quality and easy to use website builder. From working with start-ups, to well established national franchise chains Net Solutions has helped launch over 1000 websites. Prior to starting Net Solutions, Patrice worked with a specialized marketing consulting firm where she gained experience in relationship marketing, print media, and project management skills. Patrice holds a degree in Psychology from Western Washington University.

Patrice has been married for 3 years and recently became a mom. Between running a business and raising a future super star, there is little time for play. However, you may see Patrice at any of the local watering holes drinking a good glass of wine, walking her dogs, or spending some quality time with her husband.

▲ News & Events

Women and Investing Seminar September 13th - 11am - Noon

Learn the basics of becoming an investor. Why do we need to invest and how does financial planning play a role? This investing basics course is great for beginners as well as seasoned investors that need a refresher. This is a breakout session during the "Money Wise Women Conference" at WHATCOM COMMUNITY COLLEGE from 8:30 AM to 5:30 PM.

Waddell & Reed Client & Guest Appreciation Event September 13th - 3:00 - 6:00 pm

WPN members & guests are welcome to attend this once-a-year affair. A special thank you to our clients and warm welcome to our guests. 3-6 pm Wine & Beer tasting from 3 local wineries and breweries. 3:30 & 4:15 Presentations on the Current Economy & Risk Management. Located at D'lightful Celebrations at Tail Skid Meadows on Loomis Trail. See www.beatty.wradvisors.com for more info. RSVP to Jodie by 9/9.

▲ New Members

Audra Schroeder, *Concierge 360*
Lori Richardson, *Score More Sales*
Naomi Pollack, *Harmony Matters*

▲ Policy of the Month

Policy of the month: Individual Memberships

With each new member entering into a yearly agreement with the Women's Professional Network, the agreement states that each membership is an individual membership, not specific or tied into any corporation.

Should the member change careers or affiliations within the duration of their annual membership, the membership will stay with the individual not with the member's previous position or affiliation.

▲ September 25 Speaker

Speaker: Jeanette Nyden, J.D.
Topic: Ask and You Shall Receive: Fearless
Negotiating for Women
rsvp by 5pm September 19

▲ November 20 Gala Speaker

Speaker: Cheryl Cran
Topic: Bold Leaders Rock! Lead to Attract Them -
Lead So They'll Stay.
rsvp by 5pm November 14

11th Annual Holiday Gala Breakfast & Raffle Dash!

Please join us November 20th for the Annual WPN Holiday Gala Breakfast and Famous Raffle Dash from 7:00-9:00 A.M. at the Lakeway Inn - the most fun you'll ever have at a breakfast!

The program is simple: enjoy a fantastic breakfast, guest speaker and a chance to dash for thousands of dollars in prizes! *Tickets will be on sale at upcoming WPN networking breakfasts - so buy early!*

Sponsorship packages are available - contact WPN at wpn@wpnbellingham.org for a Sponsorship Packet.

Investing. With a plan.®

Let me show you how.

Jodie Beatty
FINANCIAL ADVISOR

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Miner describes improvisation as “making things up as you go along.” She is the Ford Motor Co. distinguished chair in management and human resources at the Wisconsin School of Business, University of Wisconsin, Madison.

“Something new is being created, but it’s being designed at the same time it’s being carried out,” she says. “You make up the melody while you play it.”

Miner cautions that improvisation is not a substitute for good planning. But it can be used to start new businesses and prevent existing startups from failing.

Improvisation Checklist

Learn more about improvisation. Check out articles, books, conferences and even business school courses that include this topic at schools such as the University of Wisconsin-Madison, Massachusetts Institute of Technology (MIT) and Duke University.

Be willing to improvise. This means throwing out previously conceived ideas or plans when new situations arise. These could include new business opportunities, changes in your traditional markets, a competitive threat to your business or decisions that require prompt action by your startup.

Practice improvisation. Do this both within and outside of work settings. Practice will help you when a real situation requiring good improvisation skills comes along.

Have confidence in your abilities. Know that you can act successfully without planning. Chances are you’ve already done this many times; you just haven’t given it time.

Barbara Mulhern, who improvises on a regular basis, is president of RB Editorial & Consulting Inc., a family-owned business started in 2005.

▲ Contact WPN

Email

reservations@wpnbellingham.org

- To RSVP for a breakfast meeting

wpn@wpnbellingham.org

- For membership information
- To submit newsletter and website announcements
- To reserve a table in the WPN Business Center

Telephone

(360) 650-0426

Mail

Women’s Professional Network
P.O. Box 28383
Bellingham, WA 98228

www.wpnbellingham.org

▲ WPN Board Members

Jennifer Ryan
Co-President

Alycia HoGlin
Co-President

Heidi Melton
Treasurer

Jessica McCaslin
Patrice Valentine
Website Editors

Penny Chambers
Secretary

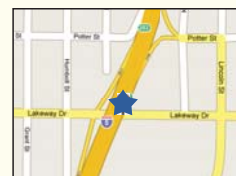
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Cecelia Guadalupe
Arian Henders
*Networking Breakfast
Co-Chairs*

Patricia Campbell
Speaker Chair

Christine Jenkins
Publicity Chair



The WPN meets on the 4th Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.