



WOMEN'S PROFESSIONAL NETWORK

July 2008 Newsletter

▲ July 24, 2008 Breakfast Meeting
Lakeway Inn, Bellingham, 7am - 9am
RSVP by 5pm July 18 - reservations@wpnbellingham.org

Panel Discussion with Five Local Business Women



Wendy Keneipp, Co-Owner, Room2Think, Ltd

After an active career of working in sales & marketing for several companies in Puget Sound, Wendy Keneipp stepped out with business partner Kristi Birkeland to start Room2Think, Ltd., a creative meeting company focused specifically on the needs of businesses. Having spent time as both a stay-at-home and full-time working mother, Wendy understands the critical need to create balance in life for both herself and her family.

Michele Mack, Cruisin Coffee

After being raised in the Naches Valley of Eastern Washington, I traveled to Western like so many of us and have never left. I taught for 6 years in the public school system and loved every moment of it. Between July of 1995 and Spring of 1998 we had two little girls, purchased a business, sold a business due to "financial challenges", joined Ron in his Cruisin Coffee endeavor, quit my job with good insurance, and learned critical and valuable lessons! I struggle to think of myself as a business woman, but I daily do what I love, enjoy the people I encounter, and hourly adjust my priorities!

Laura Sanderson, COO of Fairhaven Candy

Fairhaven Candy actually began as a small, old fashion candy store in a waterfront tourist area of Bellingham known as "Old Fairhaven" thus the name. With the first year, it was apparent that our customers wanted their candy shoppe to make it's own candy. Fairhaven Soft Brittle was born here and first given to our customers in May of 2005. The overwhelming response caused us to set up our first commercial kitchen. Since then we have moved to our second, larger facility. Fairhaven Candy currently makes a line of 6 flavors of CRUMBLZ!



Becky Skaggs, Vice President of Strategy and Consumer Insights, Haggen

Becky Skaggs started with Haggen in 1992 as an office assistant while attending Western Washington University, where she earned her bachelor's degree in mathematics with an emphasis in demographics. Becky Skaggs is now a member of the executive team at Haggen, Inc., involved in many of the major decisions for the sixth-largest private company in the state of Washington. She is responsible for strategic projects, market and consumer research, consumer affairs, public relations and corporate donations.



Maria Stavrakas, Co-Owner Dandelion Organic Delivery

Maria Stavrakas is co-owner of Dandelion Organic Delivery. With a background in hospitality management, Greek cuisine, herbal wild-crafting and olive farming, she and her husband Jonny bring a wealth of experience and passion into their business. Dandelion delivers two different size boxes of fresh yummy local organic produce directly to peoples homes or offices for the cost of shopping at the store. Available weekly or bi-weekly, their goal is to make it easy for people to lead fun healthy lives and eat their veggies with ease.

▲ July Featured Members



Arian Henders
The Sugar Shack

After graduating from The Euro Institute in 06' I bought an RV and started The Sugar Shack Mobile Party Spa!! As an Esthetician I continue with my passion for providing a holistic approach to preserving client's skin while teaching the value of self care and my ongoing commitment to post graduate education from The International Dermal Institute and Dermalogica.

The Sugar Shack had 2 successful years in Seattle! I got engaged and happily relocated to Bham earlier this year. I am quickly becoming an active member in our community and am beginning to understand the importance of healthy business practice after being surrounded by so many positive, successful locals!

I am anxious to get grounded here and am eager to embark on some new experiences with The Sugar Shack RV & also The Sugar Shack Shop-my NEW stationary Skin Care Studio!

Randi Sulkin
Silver Winds

Randi Sulkin, owner of Silver Winds, is a certified music practitioner. Partnering with health care facilities, she plays the flute for people who are ill, injured, birthing, dying or elderly. After a 30-year career in journalism, education and non-profit program management, Randi earned certification from the Music for Healing and Transition Program (www.mhtp.org). This training enables musicians to merge their passion for music with compassionate service. Randi's other passions include world travel, walking, yoga, Eastern European vocal music, blueberry blintzes, improv, living on boats, and the state of Alaska (which, after living there, she claims is also a state of mind).



Genevieve Rose Marie
Intuitive Invironments

Genevieve has been organizing, clutter clearing and "feng shuing" homes and businesses for the last ten years. The services she offers are truly balanced with the practical, spiritual and emotional needs of her clients. Genevieve's passion for the holistic healing arts has been a lifelong passion and is continually evolving. When she found Feng Shui, she discovered all she had learned to heal the body, mind and spirit, could simply be applied to our environments.

She offers Sacred Space Sessions to assist her clients to live, work and play in spaces that reflect their true selves and support their highest potential. www.Intuitive-Environments.com



Rebecca Striggow
Haggen Corporate

I am a recent graduate of Western Washington University where I received my degree Magna Cum Laude in Accounting. I have always had a desire to work with numbers and have worked and volunteered within the accounting field for the past 12 years. Now that I have obtained my degree, I am excited to have the opportunity to further pursue my goals. I am currently employed at the Haggen Corporate office as an accountant and enjoy the daily learning and challenges associated with my position. I am a married mother of three children ages 16, 13 and 11 and recently celebrated my 19th wedding anniversary.

▲ Policy of the Month

Policy of the month:

Networking Tables are FREE!

One of the benefits to being a WPN member is that you may sign up for a networking table at one of our breakfast meetings. These are the tables at the back of the room where you may showcase your business or non profit. We suggest that you bring marketing materials to display that are not just brochures and business cards...show us what you do! If you bake and sell cookies, bring some samples, if you sell shoes, let's see them, if you sell jewelry, show it off, graphic designer, show us your stuff!!! There are lots of different and imaginative ways to show WPN members what you do. Lets see what you have to offer...sign up for a networking table next month.

▲ August 28 Speaker

Speaker: Elaine Allison

Topic: Be the leader they stay for!

rsop by 5pm August 22

▲ November 20 Gala Speaker

Speaker: Cheryl Cran

Topic: Bold Leaders Rock! Lead to Attract them - Lead So They'll Stay.

rsop 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.

▲ Presidents' Message - Tip of the Month

"Selling" is Not a Dirty Word

The essence of sales is finding out what someone needs and providing it.

By: Carole Hyatt

If you're a woman entrepreneur, chances are you have a great idea. You might even have an entire set of them waiting to spring to life. However, even the brightest ideas are useless if you can't do one thing: sell them. Until you develop that skill, you'll be forever stalled on your road to success.

For many women, "selling" is a dirty word, and the thought of asking for what you want seems distasteful. These impressions date back to the antediluvian convention instilled in our mothers and then transmitted to us: Girls who are feminine do not display social traits revealing financial ambition. The implications of pushiness, deceit and unflattering maleness overwhelm and defeat us before we begin. They make successful selling seem unladylike at best and immoral at worst.

Society's attitudes have changed, but many of us are stuck in outmoded ideas about selling being somehow dishonest or unfair. Nothing could be further from the truth. If you're an ethical person involved in selling, by nature your concentration will be on ethical behavior: filling someone else's need, providing real benefits or services, or doing something useful by helping your customers. There is nothing dirty about that.

Here is the simplest truth: To sell successfully is to use the life skills you are already well-versed in. You must simply transfer your skills from one environment to another.

Humanist Stuart Emery said, "The world is divided into two kinds of people: the people who are fearful and can't move ahead, and the people who are fearful and take their fear with them and do it anyway." We

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all have a choice. We can act, or not act. We can ask for what we want, or we can wait for someone else to guess what it is and offer it. We can go out of our safe little environment and create opportunities, or we can stay in a little world with only our family and friends. You will not perish in the business world. You already have the know-how.

Clearly, selling is a woman's game. When are you

going to start playing it in your career?

This article is based on the book by Carole Hyatt. Hyatt has written six books on women in the workplace. She is also an international motivational speaker and an expert on career development and women's corporate programs.

▲ Renewing Members

Catherine Bereal, *Interior Design*

▲ New Members

Colleen Jeffrey, *C.M. Jeffrey & Associates*
Nicole Gruendi, *Life Coach*
Joy Gilfilen, *Vitality, Inc.*
Caline Bruyn, *C.J. Bruyn & Co.*

▲ 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

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▲ WPN Board Members

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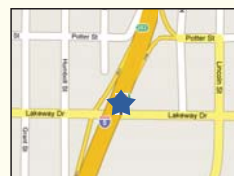
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The WPN meets on the 4th Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.