



WOMEN'S PROFESSIONAL NETWORK

March 2009 Newsletter

▲ March 26, 2009 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am RSVP by 5pm March 20 - www.wpnbellingham.org



Keynote Speaker: Julie Clarke **Experience Clarity through Organization**

Julie Clarke, Professional Organizer and owner of Organized at Last, is a dynamic speaker and teacher with over 20 years of experience. She is a wife and mother of three sons.

She has a BA in Home Economics from Western Washington University and is a member of the National Association of Professional Organizers (NAPO), Faithful Organizers, and is an active community member.

Julie believes that organized people lead less complicated and more satisfying lives. The stories she shares will inspire you to make positive life changes inside your home and heart. Julie has spoken at numerous gatherings throughout the Pacific Northwest. She also teaches classes and seminars in Whatcom County and in the greater Seattle area.

▲ Presidents' Message - Tip of the Month

10 Networking Steps of Successful Businesswomen *by Barbara Swenson*

Relationship-driven business contacts frequently generate a great deal of business, today, a year from now, or five years in the future. The following 10 networking steps can help women make the most of this:

- 1. Access Your Network.** Every businesswoman has a network. One way to determine your network is to make a list of those you have done favors for and those who have done favors for you. Next add any names of people you would like to know. Now build onto your network by asking the people in it if they know anyone looking for the kind of services or product that you provide.
- 2. Be Prepared.** Be prepared by doing your homework. As a responsible networking businesswoman, find out as much as you can about your potential business associate before making contact. If possible, get together for coffee or lunch.
- 3. Communicate Clearly.** Be clear and in the moment, personable but not personal. When talking with the potential contact, during the first 30 seconds, speak clearly. During the second 30 seconds, the person will be waiting for you to finish, as she or he is ready to respond. During the third 30 seconds, allow the person to speak. Also be sure to give a well-placed, genuine compliment whenever possible.

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▲ March Featured Members



Sheila Connors

Bellingham/Whatcom Chamber of Commerce

Since she was in the 6th grade selling her Amah's chocolate chip cookies to fellow classmates, Sheila Connors has always been in Sales. Graduating from Northern Arizona University with a BSBA in Marketing seemed like the perfect fit.

Working for various hotel chains, she was able to build up her sales experience. Once Sheila got into catering and event planning she found her niche. While attending University of Phoenix in pursuit of her Masters of Arts in Organizational Management she was recruited by Resort Semiahmoo as their Director of Catering and Conference Services. She and her daughter Kimberly made the move to Whatcom County. With more than 20 years of conference and catering experience it just seemed to be a perfect fit for her current role as Marketing & Events Director for the Bellingham/Whatcom Chamber of Commerce. Sheila oversees the various events for the Chamber such as Economic Forecast, Spring Business Showcase, Ski to Sea, 4th of July Fireworks and the Chamber's Annual Awards Dinner. She has a 5 year old granddaughter, Mackenzie that has stolen her heart and keeps her in awe daily.



Joy Gilfilen,

UnitingCreatives.com

Joy Gilfilen is the author of *Your Biology of Influence*, *Flipping the Joy Switch*, and *The Roadmap for Conscious Social Change*. Joy is a consultant, keynote speaker and a 'ReVisionary'. She works with leaders of all sectors to examine alter-

native business models they could use to achieve faster results. Joy believes that collaborative entrepreneurship is the new frontier of opportunity. Joy is a keynote speaker and masterminder for change. You can check her out at JoyThinks.com and at Biznik.com/members/joy-gilfilen. Joy is the founder of UnitingCreatives.com, where creative entrepreneurs are collaborating to improve our environmental, social and global future.



Becca Shew

Shew Design

Becca is co-owner and graphic designer at Shew Design, a company specializing in marketing communications. Shew Design develops fresh, inviting work that captures attention and communicates value. Their approach is based on observation, collaboration, adaptability, and accountability. Services include brand identity creation, marketing strategy and consulting, graphic design, illustration, copywriting, media placement and purchasing as well as web design and application development.



Barbara Rose Kaplan,

Soul Journings LLC

Caring for a loved one who is dying? Do you want ...

To help your loved one prepare? To know how to communicate when she is in a coma or otherwise unresponsive? To know ways to support your loved one's comfort care? To advocate truth telling among family and other caregivers?

Perhaps you are not comfortable with these and other end of life needs ... Barbara can help.

Doing bodywork since 1999, she blends massage and foot reflexology with her end of life specialty. Please check out www.SoulJournings.com for more information about her professional and personal qualifications. Her private office is at 22 Harbor Mall where there is plenty of parking and easy access. Please give Barbara a call to schedule an end-of-life consult or a bodywork session. 360.393.1270.

▲ News

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 or to sign up, simply call the office at 752-0061.

Barbara Kaplan joins the Joy of Pilates Studio

Barbara Rose Kaplan, LMP has joined Joy of Pilates, the newest Pilates studio in Bellingham at 22 Harbor Mall in beautiful Squalicum Harbor. Visit during their open house on Sat., Feb. 28 10 a.m.-2 p.m. and enjoy complimentary massages and foot reflexology, appetizers, prizes and free Pilates classes. Barbara is also sponsoring the Whatcom Voice of the Animals to help some kitties without homes by collecting donations and offering a colored-pencil drawing by local Bellingham artist Ariel Kaplan for auction. For information please call Barbara at 393.1270 or Joy of Pilates at 224.1433.

The Bellingham/Whatcom Chamber of Commerce and Industry 2nd Annual Spring Business Showcase!

April 2, 4pm -9pm at the Sportsplex

The Spring Business Showcase is an opportunity for you to showcase your business in the community to increase your visibility and provide a gateway to obtain sales leads and build relationships. As part of our marketing efforts, booth sponsors will receive admission tickets to give to their customers.

Booths are starting at \$325! But right now there is a special going for WPN Members until Feb 15th for \$100 off the Standard Booth! If you have any questions or to sign up today online go to: www.bellingham.com or call our office at (360) 734-1330.

▲ Policy of the Month

Help WPN give back to the community

The WPN have spoken, and we have listened. Now let's take action! Starting in March the WPN Board would like to invite the entire WPN membership to help with our continuing efforts to support the Agape House for women and children. Every month there will be Agape House needs and/or wants (i.e. personal hygiene items, clothing, shoes, non perishable food, etc.) posted on the website, in the newsletter, and at the meetings. There will be a drop box available at every WPN breakfast meeting for you to leave your donations. Donations will be delivered monthly directly after each meeting.

Thank you in advance for your thoughtfulness and support.

**Please note that needed items may change monthly, so keep informed by checking the website, newsletter, or meetings.*

▲ Upcoming Speakers

Date: April 30

Speaker: Gail Watson

Topic: Building your Marketing strategy Goals
rsop by 5pm April 24

Date: May 28

Speaker: Amy Hedin

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

▲ New and Renewing Members

Jeannette Coffey, *Pre-Paid Legal Services, Inc.*

Valerie Shahan, *Inner Spirit Clearing*

Jackie Jagers, *Merrill Gardensw*

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Jodie Beatty
FINANCIAL ADVISOR

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4. Take Notes. Bring to the meeting a notebook and pen or, better yet, your laptop. Describe yourself and your business in a brief, interesting way. Ask a few intelligent, open-ended questions. Share ideas, thoughts, and information. Be both interested and interesting.

5. Exchange Business Cards and Pick Up the Tab Toward the end of your initial meeting is the time to exchange business cards and contact information. If you initiated the contact, offer to pick up the tab.

6. Follow Up. Follow-up is the key to successful networking. To keep the association viable, e-mail, phone, or write the contact, and deliver what you have promised. Don't drop a potential business associate because the timing is off. Make room for new contacts as your network constantly changes and grows. Regularly refer to your networking files to keep your contacts in the networking loop, and stay in touch even if you don't need anything.

7. Build Your Business Relationships Slowly Networking is a give-and-take business relationship that is built over time. Select the most opportune events and industry conferences that are most apt to bring you helpful contacts. Find out who will be at each one. Then decide whether to invest your time and money to be there.

8. Volunteer. Always be ready to volunteer and offer service. Volunteering helps to build your reputation as a woman who is passionate about her business. Be seen and get yourself out in the public eye. After all, if you want to win the business game, you have to be active on the playing field.

9. Find a Business Coach or Mentor. As an extra leg-up, develop an ongoing relationship with a business mentor or coach. This is essential for women in business, especially home-based businesses. It gives you someone with whom to talk and ask questions.

10. Network on the Internet. Build a Web site and get listed on the major search engines. Use testimonials on your site and marketing materials. Become a blogger in your industry or trade. Join Internet networking groups such as LinkedIn and list your accomplishments, education, and successful programs. These sites can provide valuable referrals and information.

In your business it's essential that you keep networking, as each person you network with can potentially enrich your life.

▲ Contact WPN

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▲ WPN Board Members

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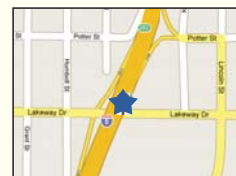
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The WPN meets on the last Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.