



# WOMEN'S PROFESSIONAL NETWORK

November 2008 Newsletter

## ▲ November 20, 2008 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm November 14 - [www.wpnbellingham](http://www.wpnbellingham)



Leaders in business are typically criticized as control freaks. Cheryl will show you that being a control freak is actually a good thing, and why CEOs look for leaders who can use control to increase employee and team effectiveness.

But leadership is a tough job. You face a number of challenges, but all these challenges can be met with ease when you are able to control and influence others to perform at the highest levels possible. Cheryl Cran will teach you how to be a successful "control freak" leader.

Cheryl is the President of Synthesis at Work Inc. and an internationally renowned keynote speaker. She provides practical tools and creative strategies for individuals to take their current level of success and boldly grow it to the next level. The companies that Cheryl works with are top performing organizations with a strong focus on becoming a workplace of choice. The leaders of these organizations recognize the value of investing in the growth of their employees for overall company success. Cheryl is a bold growth seeker herself and continually challenges herself to grow, learn and expand as much as she challenges others to do the same.

## ▲ Presidents' Message - Tip of the Month

### **9 Tips To Increase The Odds of Your Success In A Small Business** by Meir Liraz

William A. Ward once said, "Four steps to achievement: Plan purposefully. Prepare prayerfully. Proceed positively. Pursue persistently". Use Ward's advice while pursuing the following tips.

1. Stay current. Join an industry association related to your product or offering. Subscribe to the magazines that cover your business. (They are tax deductible!) Read and constantly be researching topics about your business. It's easy on the internet!
2. Make sure you have a financial plan. Also a budget and a measurement process to keep track of how you are doing monthly. If you don't know where you stand financially and have no short term and long term financial goals, then you are just letting fate dictate your success and we know those odds aren't too good. Control your own destiny!
3. Cash forecasting. It sounds boring and difficult, but it's not. Keep it simple. Look at your next 3 months projected income or revenue, then just lay next to it all the expenditures you need to keep the business running. The difference is your cash flow. You must

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## ▲ Holiday Gala Donations

*Below is a sampling of some of the raffle items that you will see at the Gala.*

- \$50 Gift Certificate towards a New Patient Exam at Barkley Chiropractic
- \$75 gift certificate towards catalog purchase from Silpada Designs
- Painted pot with plant from Jennifer and Friends
- Basket of letterpressed notecards, notebook, magnets, gift tags
- 3 12 ounce bags of Moka Joe Coffee and 2 Moka Joe mugs
- Basket of handmade soaps and gift certificate for 2 to the soap bar at Otion
- \$25 Gift Certificate to Copies Now
- \$40 Gift Certificate and quilt squares from 4th Corner Quilts
- 6 pack workout package at Jogo!
- Power Regeneration Treatment at The Sugar Shack
- \$50 worth of waxing of your choice at The Skin Care Lounge
- 6 MultiVitamin Hand OR Foot Treatments pedicure at Pomp and Pamper
- Spa Rejuvenation package at Silver Reef Hotel Casino Spa
- Gift certificates and a gift basket from American Laser Centers
- Harry and David gift basket with wine, chocolate truffles, and assorted snacks
- Wine & Cheese basket from Haggen Inc.
- Cupcake Baking Kit Basket from Haggen Inc.
- Metabolic Assessment "Getting Started" Package Plus 8 Week Fitness Membership to Fairhaven Fitness at the Bellingham Tennis Club
- One night stay in a deluxe view room at the Chrysalis Inn and Spa
- Poppe's Party! Girls Night Out at Bellingham's local hot spot and best martini's in town.
- \$50 gift certificate to Mi Shoes
- A basket full of delicious Laura Lees candy

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do this to avoid surprises. Most businesses hit the brick wall because they fail to understand their cash flow.

4. Get an advisory board or a mentor. Sounds crazy for a small operation? It's not! The board can be family members that you trust, or friends. Ask them to be your board of directors and review your business plans and results with them.

5. Maintain a balance between work, play and family. This is critical for long term success. We all put in crazy hours on a short term basis to get a hot project done or the product out the door, but if you do this on a long term, regular basis it is a dangerous sign that you are losing perspective.

6. Network. It's easy to get isolated in a home business or your own small business operation. Force yourself to get out and meet with others that can provide a business support structure for you. One of the benefits of a corporation is the workings of teams and the on going support structure it provides. You need to create that for yourself. Don't think you can do it all by yourself; By talking to others you will

find out great ideas and it will help motivate you.

7. Discipline/Motivation. One of the hardest aspects of a small business or home based business is creating the discipline or motivation to work each day. It is so easy to get distracted and put off the essential tasks that need to get done. Keep your work place and hours separate from the rest of your responsibilities. Develop a to-do list EVERYDAY. Set goals for the week. Review how you are doing against them.

8. Don't rest on your laurels. Be prepared to always change. Force change. Look for things to do more efficiently or how to improve your offering or product. Constantly evaluate your competition and benchmark yourself against them.

9. Do something you love. If you are in a business that you hate, then it is a good bet you won't be successful. Find where your true talents and skills are and get in a business that exploits them. The saying, "if you do what you love and the money will follow" is so true. Remember success is more attitude than aptitude and never forget that failure is only the opportunity to begin again more intelligently.

## Thank You to our 2008 Gala Sponsors



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### Prizes for New and Renewing Members this Month!

The first 8 women to join or renew their WPN memberships by November 20th, before or at the Gala, will receive a WPN goodie bag (displayed on the WPN sponsor table demo at the October breakfast meeting).

But there are more incentives to join or renew in this time period. New and renewing members AFTER the first 8 submitted will receive 3 free raffle tickets! That means 3 more chances to win at the Gala.

Become a new member or renewing member online today at: [www.wpnbellingham.org](http://www.wpnbellingham.org).

## ▲ Policy of the Month

### Renew Your Membership Online!

One of the new features of the WPN website is the ability to renew your membership online. One month before your membership expires, you will receive an e-mail from WPN reminding you to renew. As a courtesy, we will send you monthly reminders for 3 months and allow you to renew at the current member price of \$50. After this 3 month grace period, the cost to reactivate your membership will be \$55, the new member fee.

## ▲ January 29 Speaker

Speaker: Lorraine Howell

Topic: Give Your Elevator Speech a Lift!

*rsop by 5pm January 23*

## ▲ Some Speakers to Look Forward to in 2009

Speaker: Marcia Brisey

Topic: Get Money Smart

Speaker: Julie Clark

Topic: Creating Space for What Really Matters

Speaker: Gail Watson

Topic: Building Your Marketing Strategy Goals

Speaker: Amy Hedin

Topic: Our Expectations Determine the Outcome

November Gala: Bonnie Dean, a returning favorite, will lead us in a fun, fast paced laughter workout!

Investing. With a plan.®

Let me show you how.

**Jodie Beatty**  
FINANCIAL ADVISOR

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## ▲ WPN Meeting Dates for 2009

All WPN Breakfast Meetings fall on a Thursday and take place between 7:00 - 9:00am.

January 29	July 30
February 26	August 27
March 26	September 24
April 30	October 29
May 28	November 19
June 25	

## ▲ Don't Forget!

The cost for the November Breakfast Gala is \$20.00 for both members and guests. Everyone is welcome, from expired members to guests who have already been two times! We want everyone to enjoy this great speaker and raffle dash. This is a November only price increase. In January of 2009 it will return to the \$15.00 and \$18.00 cost.

## ▲ New Members

Karen Reynolds  
*ACN Inc.*

Dr. Kim Haustedt  
*Rhythms of Life Wellness Studio*

Alannah LaMothe

## ▲ 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](http://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*

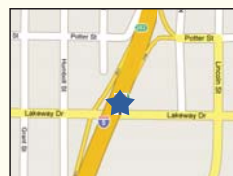
Becca Shew  
*Newsletter Editor*

Erika Arnold  
*Membership Chair*

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.