



WOMEN'S PROFESSIONAL NETWORK

October 2008 Newsletter

▲ October 23, 2008 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm October 17 - reservations@wpnbellingham.org



Keynote Speaker: Stacy Karacostas Turbo Charge Your Marketing Materials in 4 Simple Steps

When you can't be there to sell your product or service in person, you have to rely on written words to do the job instead. That's why creating the right content for your marketing materials is such an important part of promoting your business. There is more to copywriting, or "writing to sell" than just telling people about you, your business, and what you do.

Learn how to use the power of your pen (or keyboard) to connect with your ideal customer and show them why they should buy what you are selling, make your business, products or services stand out from the crowd, and inspire potential customers to take action and buy from you.

Stacy Karacostas brings more than 12 years of experience as a successful marketing consultant and copywriter to her lectures and presentations. Stacy began her career in public speaking providing entertaining and engaging talks as a U.S.F.S Naturalist. A talented speaker, Stacy's style is always sure to be dynamic and inspiring no matter who the audience is. By constantly challenging herself throughout her life, looking fear in the face, and being successful at those challenges, Stacy has developed a simple system to help us achieve her goals.

▲ Presidents' Message - Tip of the Month

CareerWomen.com 10 Negotiation Tips From Women in the Trenches Revealed National Business Women's Resource Compiles Advice

With a wealth of advice on business negotiations available on line and in bookstores today, business women should have all the information they need to become skilled negotiators. However according to CareerWomen.com, the leading source of women's career information online, women still find that their most useful negotiation tips come from other women. To this end, CareerWomen.com has surveyed business women over the last year asking for their best tips and advice for successful business negotiations and compiled the "10 Negotiation Tips From Women in the Trenches".

The "10 Negotiation Tips From Women in the Trenches" include:

1. The Mars/Venus relationship needs to be top of mind in business negotiations. Communication styles between men and women are different and as a result, negotiations can

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The WPN November Holiday Gala and Raffle Dash!

IT'S ALMOST HERE! The end-of-the-year extravaganza that WPN members have been waiting for! RSVP NOW for the annual WPN Holiday Gala Breakfast and Raffle Dash - the most fun you'll ever have at breakfast! We'll kick off the holiday season with a bang - and you do not want to miss this one! If you haven't attended before, make sure you come on November 20 and bring your friends, whether they're WPN members or not. Anyone is welcome (except for persons of the male persuasion - we're still women only). *The price for this breakfast is \$20 for everyone*, and no matter how many times you or your friends have attended before, all are welcome.

Here's how it works:

1. Buy raffle tickets. We'll have plenty available, and they're only \$1 each or 6 for \$5. What a bargain!
2. Buy some more raffle tickets - the more you buy, the higher your chances to win!
3. Scope out the prize display and mark the items you want on the handy prize list we'll provide you.
4. Then wait to hear your name called and be ready to DASH up and grab your prize, because the next lucky winner will be hot on your heels!
5. We'll announce the prize item numbers as they go so you can mark them off your list.
6. Enjoy yourselves and bring home some great gifts for yourself or for the holidays.

Look for more Gala info in the November newsletter, including a list of all the raffle items received!

▲ Tip of the Month continued from page 1

be complex. Our advice: keep your communication style direct by sharing plans, not concepts. Think collaboration not confrontation.

2. Use mentors to help refine your negotiation skills. Given that you will be negotiating with both men and women, pick a mentor from Mars and Venus to get perspective from both sides of the communication spectrum. Practice makes perfect, so our advice: Practice, practice, practice.

3. Women tend to think of getting along vs. getting what they want. Be clear about what you want and practice asking for it in a calm, direct manner. Our advice: don't be confrontational. Getting fired-up and emotional may have an adverse reaction.

4. Negotiation is a conversation and you may risk getting off-track. Our advice: stay focused; remain on point and on course to avoid a negotiation disaster.

5. Gaining buy in along the way will get you closer to your goal faster. Making sure that the other party is being heard is a sign of respect and will be appreciated. Our advice: repeat the points of the other side and use language such as "Let me make sure I completely understand your point."

6. Successful negotiating requires preparation. Be prepared with a strong understanding of your needs and motivations, as well as the other side. Our advice: do your research, gather together relevant information and if it's complicated, get outside expertise from a mentor or colleague.

7. Creative solutions are well respected, especially if they demonstrate a strong understanding for the goals of the business. Our advice: Most points are negotiable and remember; it's not always about money. Think add-ons, better terms or additional services.

8. Starting with your bottom line may close the door on negotiations. Our advice: be prepared to compromise and expect the other party to compromise as well.

9. Being fair is not a loss. It shows that you are willing to adjust your expectations to meet the needs of the other side. Our advice: ask the question, "Why don't you tell me what you think is fair." You may be surprised at the answer.

10. Negotiating is a process not an event. One conversation may not culminate in a final decision. Our advice: be willing to say, "Let me think about that and get back to you in 24 hours."

▲ Policy of the Month

RSVP for a WPN breakfast

We ask that if you would like to reserve a spot for the monthly WPN breakfast that you utilize the RSVP form on the WPN website. Responding to the monthly reminder email in any other way does not ensure that your RSVP information is being taken into account. Using the online form guarantees that the proper people receive all information needed to make our monthly breakfasts a success. Getting to the form is easy! From the Home page simply go to the Networking tab on the top of the page then scroll down to the RSVP page, fill out, and submit! If you are a member, you may elect to go to the Members Pages tab, scroll down to the Breakfast RSVP, type in your email/password, and fill out the form.

▲ News & Events

Women's Six Week Self Defense Course 9/30/2008

You will learn how to properly defend and survive against close contact attacks by utilizing simple-to-learn and simple-to-execute techniques. Experienced instructor, Gerry Ebalaroza-Tunnell is a certified Martial Arts Instructor and has 27 years of martial arts and self defense training and has been teaching in the Pacific Northwest for the past nine years.

Classes will be held October 18 - November 22, 2008 on Saturday mornings from 10:00am-12:00pm at DVSAS (1407 Commercial Ave. Bellingham, WA 98226). The cost for the course will be \$85.00 of which a portion of the proceeds are donated back to DVSAS so they can continue their efforts on supporting those affected by Domestic Violence.

Please contact Gerry Ebalaroza-Tunnell at 360.223.2939, gerry@aturarecreation.com or DVSAS at 360.671.5714 to register.

Laurie Michaels Fund Raiser

Laurie Michaels, long time host of the morning show on Bellingham's classic rock station KISM 92.9 FM, is recovering from several brain surgeries after the discovery of a brain aneurysm when she

was eight months pregnant. Laurie delivered a healthy baby girl but has been fighting for her life ever since December 2007. Please join with Robeks to help Laurie and her family by purchasing her favorite smoothie, the Citrus Stinger. For every Citrus Stinger purchased from September 15th thru October 31st, \$.25 goes toward a fund that will assist Laurie's family with medical expenses. Robeks will match a donation up to \$500.

October 25th-Wrapped to Perfection!

Join in this fun workshop and learn creative ways to transform your gifts into stunning statements for the holidays or any occasion! Using both new and recycled materials, instructor Jennifer Ryan will show you how to inexpensively turn the ordinary into whimsical, elegant, and imaginative presentations. You will leave this workshop with lots of ideas and a selection of completed packaging materials and tags-all made by you! Jennifer Ryan is a local interior designer with a flair for presentation. Workshop will be held at Whatcom Community College from 10:00am-12:00pm. The cost is \$25 plus a \$7 materials fee. Register at 360.383.3200 or www.whatcomcommunitycollege.com,

October 30th-How Gluten Affects the Brain

Learn just what exactly gluten does to the brain. Dr. Thomas O'Bryan, DC, CCN, DACBN will be conducting this talk. Event will be held at St. Lukes Education center from 6:30-8:30pm.

October 31st- Living Gluten Free Event

This is an all day event that focuses on Gluten Free education. The event will be held at St. Lukes Health Education center from 9am-4pm. The following is a listing of events that will be held throughout the day: 9:30am- *Gluten 101* with Kelle A. Rankin-Sunter, 11:00am-*Making the Chef Your Ally* with Chef Sean, 1:00pm-*Cruising Gluten Free* with Heino Sunter, and at 2:30pm- *Developing a GF Emergency/Travel Kit* with Mary Jensen.

November 8th - Black and White Gala: A Purple Ribbon Affair

Dinner Live/Silent Auction at the Bellingham Golf and County Club 5-11 pm Dance to the Motown Cruisers Benefiting Domestic Violence and Sexual Assault Services of Whatcom County www.dvas.org/auction.

▲ November 20 Gala Speaker

Speaker: Cheryl Cran
Topic: Be A Positive Control Freak
rsop by 5pm November 14

▲ January 22 Speaker

Speaker: Lorraine Howell
Topic: Give Your Elevator Speech A Lift
rsop by 5pm January 16

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▲ New Members

Nancy Gagne, *NansGreenPlanet.com*
Ericka Bakkom, *E Design*

WPN still needs more Holiday Gala Raffle items!

The Raffle Dash raises funds that offset WPN's operating expenses, enabling us to keep our membership and breakfast meeting fees as low as possible. Please help by filling out a donation form and/or asking the businesses you frequent to donate gift baskets, gift certificates, or merchandise.

The Annual WPN Holiday Gala Breakfast and Famous Raffle Dash is on November 20th from 7:00-9:00 A.M. at the Lakeway Inn.

For a donation form contact WPN at wpn@wpnbellingham.org.

▲ 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

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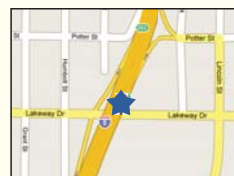
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The WPN meets on the 4th Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.