



# WOMEN'S PROFESSIONAL NETWORK

September 2008 Newsletter

## ▲ September 25, 2008 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm September 19 - [reservations@wpnbellingham.org](mailto:reservations@wpnbellingham.org)



### **Keynote Speaker: Jeanette Nyden, J.D. Ask And You Shall Receive: Fearless Negotiating For Women**

Jeanette Nyden brings more than a decade of experience as an attorney, mediator, and negotiation strategist to all of her client engagements.

As a Seattle business attorney, Jeanette leverages more than 14 years' experience negotiating a variety of deals to help small and mid-sized businesses achieve outstanding results at the bargaining table. As founder and president of J. Nyden & Co., Jeanette has provided negotiation planning and strategy services in addition to training programs and seminars. Her trainings help level the playing field for companies selling to very large corporations, and emphasize practical and relevant negotiation skills to achieve great outcomes

Before starting her own company, Jeanette handled litigation for a boutique Bankruptcy firm. This experience developed Jeanette's ability to identify and implement strategies (not just tactics) when dealing with hidden motives that can often hinder the negotiation process. Earlier in her career, she served as an Assistant Public Defender in Chicago, Illinois, the largest criminal justice system in the United States.

Jeanette earned her B.A. and Juris Doctorate from the Southern Illinois University. Jeanette donated hundreds of hours mediating disputes for the Pierce County Center for Dispute Resolution, a non-profit organization. Jeanette was an adjunct professor at Pacific Lutheran University MBA Program, where she taught future business leaders how to become master negotiators. Jeanette and her husband have lived in Seattle since 2002.

## ▲ Presidents' Message - Tip of the Month

### **It's Time to Get Creative**

**By Teri Evans**

When mornings break in New Orleans, a fleet of polished black trucks with tinted windows and shiny chrome wheels roar down city streets. Inside are workers in crisp black uniforms, ready to spill into the French Quarter and start their shift.

It's a day in the life of garbage men. Not just any garbage men. These sharply dressed employees work for Sidney Torres, an entrepreneur who took an unusually stylish approach when he launched SDT Waste & Debris Services in 2005.

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## ▲ September Featured Members



**Gerry Ebalagoza Tunnell**  
**1-800-GOT-JUNK?**

The concept for 1-800-GOT-JUNK? is simple - friendly, uniformed drivers offer a high level of service, calling ahead and arriving on schedule. We ensure satisfaction by removing junk from where it's located (not the curb) and cleaning up the entire site afterward.

We're a full-service junk removal company that has raised the bar on junk removal. We take almost anything that is not environmentally hazardous. Bulk items, such as old furniture, broken appliances, renovation and demolition debris and yard waste are typical examples. We'll do the loading, hauling and sorting, all you need to do is point to what needs to be removed and we do the rest.



**Sharon Yonally**  
**Golf Savings Bank**

Sharon has 22 years of mortgage lending expertise that has assisted hundreds achieve the American Dream of homeownership. She enjoys working with first-time homebuyers and specializes in affordable mortgage lending.

As a CMPS® Mortgage Banker Broker, Sharon provides a consultative approach to the customer's home loan process by customizing each home financing program to help customers achieve their overall short and long term financial goals.

Sharon is an active board member for Domestic Violence Sexual Assault Services while also contributing her time to the community by actively supporting: Womenscare Shelter, Blue Skies for Children and Habitat for Humanity.



**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 hotel chains such as Holiday Inn, Red Lion, and DoubleTree, she was able to build up her 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. She then became the Catering Director at Western Washington University. 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 currently resides in Blaine and has a 5 year old granddaughter Mackenzie that keeps her in awe daily.

## ▲ New Members

Karla Buckingham, *Tomboy Tools*  
Brenda Litke, *Professional Hearing Services*  
Christina McMullen, *Snapper, Shuler,*  
*Kenner Insurance*  
Marie Tsiang, *Acupuncture Health Center*

## ▲ Renewing Members

Gerry Ellen Sleeth, *Speedy Automated Mailers*

## ▲ Policy of the Month

### WPN Newsletter Upcoming Changes

WPN will be changing the “send” date of our newsletter as well as how we showcase our featured members. Starting in January, the newsletter will be published at the beginning of the month. Featured members for the month will have their chance to shine at the meeting at the end of each month, and then will be in the newsletter that comes out just a few days later. An example of this: A featured member for January will speak at the end of January, and then be in the February newsletter.

With all this said, Our October featured members will be in the January newsletter (we have no featured members in November as the Gala takes up much of the space).

## ▲ October 23 Speaker

Speaker: Stacy Karacostas

Topic: Turbo Charge Your Marketing Materials in 4 Simple Steps

*rsvp by 5pm October 17*

## ▲ 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*

## WPN needs your November 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](mailto:wpn@wpnbellingham.org).

## ▲ News & Events

### A-1 Shredding, Inc. and 1-800-GOT-Junk United Way Fundraiser

**September 27 - 11:00am - 3:00pm**

A-1 Shredding, Inc. and 1-800-GOT-Junk are partnering in a fund raiser on behalf of the United Way Partner Agencies on Saturday, September 27th, at Miller-Arnason Coldwell Banker's Office on Meridian (across from the Country Club) from 11:00 a.m. to 3:00 p.m

### Create a Life You Love

**September 30th - 6:00pm**

Would you like to have more energy, enjoyment, passion, and purpose in life? Instructor Bonnie McFarland of La Bella Via will guide you in learning to use what “lights you up” as an internal navigation system for life choices, show you how to increase your energy for all of life's activities, and provide you with three simple steps to create more of a life you love. Whether you want a simple life tune-up or complete makeover, join us for a fun, engaging and insightful evening. To register, call Skagit Valley College Community Education at 360-416-7873.

### Pacific NW HOMESTYLE

**October 29th -**

Building, buying or remodeling your home this year? Susan Templeton and other local experts will address the latest better building trends. Her topic is “Green Mortgages”. 5 - 7 PM at the Squalicum Boathouse in Bellingham. 2 FREE tickets when you rsvp by Oct 22: [welcome@focusnorthwest](mailto:welcome@focusnorthwest)

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*Let me show you how.*

**Jodie Beatty**  
FINANCIAL ADVISOR

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Bellingham, WA 98226  
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Others in the trash business might stick to gritty. But Torres went glam, not only dressing up his trucks and sweepers but also producing glitzy television commercials that include the jazzy, celebratory culture of the Big Easy. "Whether you're the garbage man or a rock star, it's about standing out from the rest," says Torres, who credits the fashionable touch with driving revenues at SDT to an estimated \$25 million this year.

A creative strategy can often give entrepreneurs an edge over the competition. Whether it's thinking in opposites, like Torres did, or challenging assumptions, an innovative approach can land deals and hook customers.

In an age of cost-cutting and streamlining, experts say creative thinking re-energizes business owners who may have unwittingly buried their inspiration under tightening budgets.

Dan Calista of Vynamic Solutions found his "atypical analogy" in a business that's truly unlike his boutique

management-consulting firm. Now, the Philadelphia entrepreneur heads to Cereality, a unique cafe where pajama-clad employees serve up cereals and toppings, to get his inspiration.

"When individuals join our team, I take them to Cereality as part of their orientation to discuss what a customer experience is all about," says Calista.

It appears to be working. In August, prior to incorporating these strategies, Vynamic projected a 21% increase in 2007 revenues. The company has since revised its projection and now expects revenues to rise 36% this year. Calista attributes the additional growth in large part to the company's new emphasis on creative thinking.

To read the full article to to: [http://www.ssmallbiz.com/bestpractices/Time\\_To\\_Get\\_Creative.html](http://www.ssmallbiz.com/bestpractices/Time_To_Get_Creative.html)

## ▲ 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*

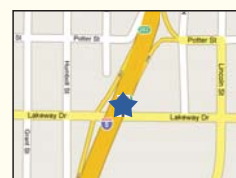
Becca Shew  
*Newsletter Editor*

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.