



WOMEN'S PROFESSIONAL NETWORK

May 2008 Newsletter

▲ June 26, 2008 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm June 20 - reservations@wpnbellingham.org



Keynote Speaker: Lori Richardson Building Strategic Relationships That Work in Business and in Life

Learn the ins and outs of how small businesses and entrepreneurs can grow their business exponentially through "feet on the street" alliance partners. People who know and trust you need just TWO things to happen in order to refer you all over town or the world.

Lori Richardson, business blogger at All Business is a sales coach, trainer, and facilitator on B2B revenue growth through sales efforts and refinements. Lori speaks and trains on tips and tools to help sales and marketing growth occur.

In this session participants will begin a Mindmap to map out their alliances, find weak spots, and plan for growth. We will go over how to manage and maintain these relationships.

Lori Richardson of www.scoremoresales.com is a speaker, trainer, coach, and writer about sales effectiveness for businesses and also helps non profits through fundraising strategies. Lori recently moved to Bellingham and maintains an office in Bellevue, WA. In addition to sales effectiveness work, Lori gives back to the community as a licensed, bonded, certified fundraising auctioneer.

▲ Presidents' Message - Tip of the Month

10 Steps to Building a Business Brand
by Kathy De Chirico

How important is branding to the success of your business? It's what brings your business to life.

Don't be fooled into thinking you can create a brand through a one-time process. A brand is the entire experience your consumers get through the products, services and messages you put out in the world. It's the character imbued in all the elements of your business, and it helps you stand apart from your competitors. So how can you get started?

1. Uncover and articulate your values.
2. Create a brand statement.

▲ February Featured Members



Nina Denson
Re/Max Whatcom County, Inc.

Who am I? I'm a wife, grandmother, mother, Mother-in-law, sister, friend to many, world traveler, gardener, baker, golfer, hacker during bad rounds, frustrated technology user, a member of several groups and societies, and a real estate agent.

What do I do? I love my husband, my sons, their fiancés, my grandchildren, my friends, and my hobbies. I heed my parents' values, though they have passed on. I'm passionate about all of these. I surround myself with the people I love. I use my experience and life lessons to do the right thing. And, I help people buy and sell properties.



Tina Grisvold
Haggen Market Street Catering

I have been with Market Street Catering for three years and bring with me over 15 years experience in the food and beverage industry. My past experience in fine dining and golf course catering management has given me knowledge of all aspects of the an event, from the planning to the set up and service. I enjoy bringing together my love of fine dining and a passion for presentation and event ambiance. The Market Street Catering team that I work with consists of a team of experts such as an executive chef, specialty cake designer, florist and wine specialist to provide an exquisite level of services. Our motto is that we take care of everything so you can Relax and Enjoy!



Cecilia Guadalupe
Neighborhood Mortgage

Cecilia is a young professional with the drive to be successful in the home loan industry. She has over 6 years experience as a mortgage consultant, realtor, real estate investor, and property manager. Cecilia truly believes that investing in real estate is what will make a difference in her's and other's lives.

Cecilia is the current president of Christ the King Toastmasters club and on the board of Women's Professional Network. Cecilia is continuously attending seminars, workshops and taking educational programs to increase her knowledge of the ever changing mortgage industry.

She cares about her community and volunteers with Blue skies for Children, the Whatcom Dream, Toys for Tots, Angel Tree, and many other community activities yearly.

Cecilia would love the opportunity to put her knowledge to work for you! Please give her a call

Catherine Renee' Bereal
Interior Design

Catherine Renee' Bereal has managed her own design business for 18 years using textiles as her medium. As she pursues her Bachelor of Interior Design/Housing Degree, she engages in consulting projects including developing a marketing and sales proposal for a local Interiors company.

Her passion is to serve the educational, aesthetic and spiritual needs of people by consulting and coaching people and businesses to create the harmony of a beautiful, energetically balanced, and healthy living or working environment. Whether it is helping you choose and purchase healthy green products for your interior redesign project or opening your heart to realization of greater joy, she is there to help you discover the beauty inside, and manifest it in your physical environment.

▲ News & Events

Meredith Murray of Keller Williams Realty in Bellingham recently earned the ABR®, Accredited Buyer Representative

Meredith Murray of Keller Williams Realty in Bellingham recently earned the ABR®, Accredited Buyer Representative, designation in a three day course. She is now one of more than 40,000 active members of the Real Estate BUYER'S AGENT Council (REBAC) of the NATIONAL ASSOCIATION OF REALTORS®, who have attained the ABR®, designation.

Marketing Boot Camp at WCC

In this 2-session intensive training course, you will learn the six things you absolutely need to know to master essential marketing. Instructor Jane Atherton will lead you through a step-by-step action guide that will put an end to spending your marketing dollars carelessly or ineffectively. You'll gain tips, tricks, and strategies for designing a successful, income-producing marketing campaign that you can use for the long term. Come prepared to create and cultivate marketing ideas, and get your products, services, and messages in sync.

**Friday, July 11 & July 18, 2008
from 9:00 AM to 12:00 PM**

Call (360) 647-3277 (VISA or MasterCard only).

Thriving Parents, Thriving Teens Workshops

Got teens? Don't know how to talk to your teen? Worried your teen is making wrong choices? Wanting a relationship based on trust & respect?

Then come to this powerful workshop! You will learn a radical new approach to connect with your kids.

Dates: Tuesdays, July 1 through July 22, 2008

Time: 7:00 to 8:15 p.m.

Location: Broadway Neighborhood Youth Center
1405 Dupont Street, Bellingham, WA

Cost: \$149/4-week workshop (\$99 for additional parent in same family)

Register: Penny Chambers, Certified Family Coach
(360) 319-2150 or penny@pennychambers.com

▲ Policy of the Month

Policy of the month:

Table Networking and your neighbors

Table networking is a great way to promote your business. At every WPN breakfast meeting everyone is given a minute and a half to talk about themselves and their business (to practice your elevator speech), as well as pass around business cards and/or pamphlets. We stay at our tables and there is a bell to let us know when to start and stop. *Please be considerate of others and be sure to stop when your turn is up and let the next person start.* Each table has a table leader to help facilitate the process. After all eight ladies have had their turn, there is a five minute wrap up time at the end. This way, if you were not finished or have questions, you can then continue on.

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.

Investing. With a plan.®

Let me show you how.

Jodie Beatty
FINANCIAL ADVISOR

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3. Develop short- and long-term objectives.
4. Hire employees who understand the importance of branding.
5. Get the whole company involved.
6. Create benchmarks.
7. Communicate your brand to the public.
8. Focus on the client experience.
9. Continuously evaluate your brand's progress.
10. Remain flexible.

Kathie De Chirico is the President and CEO of Visionary Strategies, a branding and licensing firm for several high-profile fashion brands.

▲ Renewing Members

Wendy Alex, *Allex Indexing*
Jodie Beatty, *Waddell & Reed, Inc.*
Teresa Schmidt, *Signs by Tomorrow*

▲ New Members

Gerry Ebalaroza-Turnell,
Atura Recreation / 1-800-Got-Junk?
Michelle Millar, *Mi Shoes*
Molly Zalman, *Simply Organized LLC*
Linda Giles, *Life Inspired*

▲ August 28 Speaker

Speaker: Elaine Allison
Topic: Be the leader they stay for!
rsvp by 5pm August 22

▲ 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

▲ 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

Jennifer Ryan
Co-President

Alycia HoGlin
Co-President

Heidi Melton
Treasurer

Jessica McCaslin
Patrice Valentine
Website Editors

Penny Chambers
Secretary

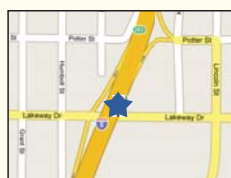
Becca Shew
Newsletter Editor

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.