



WOMEN'S PROFESSIONAL NETWORK

January 2009 Newsletter

▲ January 29, 2009 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm January 23 - www.wpnbellingham.org



Keynote Speaker: Lorraine Howell Give Your Elevator Speech a Lift

Lorraine Howell started Media Skills Training in 1998 after 12 years as a television news and talk show producer in the San Francisco Bay Area. She coaches top executives and professionals on how to be more effective when speaking to the media or making public presentations. Lorraine is a specialist in message development, presentation skills, media interview skills, and crisis communications.

She is a Cum Laude graduate from the University of Washington, Phi Beta Kappa. Lorraine is also a member of Women in Communications, Women Business Owners, eWomen Network, Public Relations Society of America, the National Speakers Association, and the Greater Seattle Chamber of Commerce. In 2008 Lorraine received the Georgina Davis Founders Award from Seattle AWC and the Member of the Year Award from NSA Northwest.

Lorraine Howell will guide us step by step through her unique process for creating a winning elevator speech. By using Lorraine's method, not only can you explain what you do—in thirty seconds or less—you can also determine your listener's need and interest, making your elevator speech one of your most compelling—and time-efficient—marketing tools for generating new business. Give Your Elevator Speech a Lift! will show you how to ride the express elevator to professional success!

▲ Presidents' Message - Tip of the Month

Own Your Inner Control Freak

by Cheryl Cran

Have you ever had a gun held to your head?

Imagine that one day you are minding your own business working in banking customer care, and all of a sudden two guys with masks and sawed-off shotguns come bursting through the side door. They order everyone to the floor, and you stand there in complete shock. One of the gunmen comes up to you, puts his gun to your head, and says, "I said get to the floor!" You, being somewhat sarcastic under pressure, say, "Why didn't you say so in the first place?" and you get to the floor. While you are on the floor you have two thoughts: "Man, am I stupid" and "We really need to clean these carpets".

When the robbery is over you get up without thinking, and you look over and see your

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**Angela Abshere -
Silpada Designs
Fine Sterling Silver Jewelry**

For years I had worked for companies where I did my job well and LIKED what I did for a living. However, after becoming a mother, liking my job just wasn't a good enough excuse to miss out on family time. In the summer of 2006 I left the corporate world and became an independent jewelry representative with Silpada Designs. Now I can honestly say I LOVE what I do!

I offer high quality .925 sterling silver and genuine gemstone jewelry through home shows, catalog shows and one on one consultations. One party at a time, Silpada has impacted not only my life, but my family's. I enjoy the extra cash, the trips and the flexible schedule. However, it's the friendships I have made along the way that I cherish most. The common bond for the love of jewelry from my customers, to the women on my team, it's amazing to say the least, that Silpada has fulfilled me in so many unexpected ways!



**Karen Hower
Print Rodeo - Web Rodeo**

Karen brings a lifetime passion for art and design to the two companies that she co-owns. Her businesses, Print Rodeo and Web Rodeo, offer a full range of complementary services for printed work and the web, respectively. Karen strives to find unique solutions for her clients based on their needs. A resident of Whatcom County since 1979, Karen graduated from the Cleveland Institute of Art with a BFA and from Whatcom Community College with an AA in Graphic Design. When Karen isn't working on a design project she is usually out riding her horse. Reach Karen at 360-961-5591; karen@printrodeo.com; www.printrodeo.com.



**Susan Templeton
Loannetter**

Whether you are investing in your first home, income property, commercial real estate, building or renovating or just need to free up your cash flow--Susan Templeton, Mortgage Planner, is dedicated to netting the right loan for your lifestyle and goals. As local owner, Susan invests in her community, assisting homeowners in transition, business owners & investors. She is the founding director of Focus Northwest, a member of the National Association of Mortgage Fiduciaries, The Ethical Lending Foundation, and WPN.

Susan is a regular speaker in the region on green building and sane financing. She authors several blogs on credit and lending issues: www.loannetter.blogspot.com; www.netcredit.blogspot.com; www.buildnet.blogspot.com. Her home site is www.loannetter.com. Phone: 360 220 2997.

▲ Policy of the Month

RSVP Online!

Sending in your RSVP via the WPN website is the quickest and easiest way to RSVP to upcoming meetings. Each month you receive an RSVP reminder e-mail, simply click on the "RSVP Online" link, enter your information in the provided fields and you're done! Please don't "reply" to the RSVP e-mail, you won't be entered into the electronic RSVP database and we may not have you on the check in list when you arrive to the meeting. Maintaining this accuracy insures our ability to accommodate everyone attending our morning breakfasts. We appreciate your help with this!

▲ November Gala a Success

The November Gala raised over \$1,400, and featured over 80 donated raffle items! Our speaker, Cheryl Cran, inspired us and amazed us with her presentation. The Gala was a success and a perfect way to cap off another year of the Women's Professional Network.

▲ Hot Off the Press

Piano teacher elected president of Washington State Music Teachers Association

Piano teacher Mary Walby has been elected president of the Bellingham chapter of the Washington State Music Teachers Association.

Walby oversees the duties of the chapter's multiple committees that bring educational and performing opportunities to students and teachers in Whatcom County. Members include mostly private teachers as well as faculty from Western Washington University.

One of Walby's goals during her term as president is to increase the diversity of the group's membership. She has more than 25 years of experience in teaching and performing. After completing piano and pedagogy studies at Washington State University, she moved to Bellingham and established her local studio.

In addition to providing piano instruction, Walby plays for weddings and other special events.

▲ News

Pacific NW HOMESTYLE

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 Jan 10th: welcome@focus-northwest.

▲ New Members

Katie Jensen

Ella Esthan

Janet Coffee

Delaine Clizbe, *Farmer's Insurance*

Karen Reynolds, *ACN*

Kim Haustedt, *Rhythms of Life Wellness Studio*

▲ Renewing Members

Sandy Keathley, *K&K Industries*

Nina Denson, *RE/MAX Whatcom County*

Jane Atherton, *Remember Me Business Cards*

Cecelia Guadalupe, *Neighborhood Mortgage, WordCrafters NW*

Abbe Rolnick, *Robeks Fruit Smoothies & Healthy Eats*

Maureen McCabe, *AAA Insurance*

Jennifer Ryan, *Jennifer & Friends*

Patricia Campbell, *Life by Desire*

Linda Barsalou, *Silver Reef Casino*

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Your full color 2' x 3' ad will be featured in our online and printed newsletter.

Send inquiries to:
wpn@wpnbellingham.com

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FINANCIAL ADVISOR

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4164 Meridian, Suite 104
Bellingham, WA 98226
www.beatty.wradvisors.com



360.734.4728



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boss cowering in the corner, 16 people crying, and mass bedlam. You quickly take control; you dial 911 and check on the tellers to make sure they are okay. When the police arrive you provide descriptions and explain the entire robbery. In a situation of sheer terror you took complete control.

If you were in a life-or-death situation would you want to bewitch someone who took control?

Control freaks have been given a bad rap. The time is now to clarify the positive aspects of being in control and to weed out the negative components.

Now more than ever we need to have leaders who are willing to take positive control, to have high levels of self-control, to set up systems that positively control project completion, and to focus on what they CAN control rather than waste energy on what they cannot control.

I am on a mission to set the record straight about the negative connotations of being a control freak. The Control Freak Revolution is about to begin—a revolution to clarify when being a control freak is a good thing.

Own your inner control freak. The first step in owning your inner control freak is to recognize what we actually have control over and what we do not.

Here's a snap shot. What we can NOT control: other people's thoughts, other people's choices - other people's actions. What we CAN control: everything else!

Now some of you reading this might be thinking, Yes, we can control other's thoughts, choices, and actions. Just look at the media. That's exactly the point: Media can influence our thoughts, and you can influence other people's thoughts, choices, and actions, but we certainly cannot control them. We do want to positively influence others so that there is a greater chance of them following us, believing us, and taking action to support our requests.

We are all control freaks on some level. Come on - admit it.

To finish reading Chapter 1 of "Own Your Inner Control Freak" go to: http://www.cherylcraan.com/control_freak_chapter1.pdf

▲ Contact WPN

Email

wpn@wpnbellingham.org

Telephone

(360) 650-0426

Mail

Women's Professional Network
P.O. Box 28383
Bellingham, WA 98228

www.wpnbellingham.org

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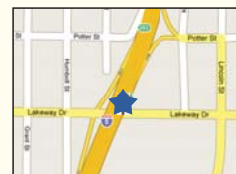
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The WPN meets on the 4th Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.