



# WOMEN'S PROFESSIONAL NETWORK

November 2009 Newsletter

## 12TH ANNUAL HOLIDAY GALA BREAKFAST November 19, 2009 | Lakeway Inn, Bellingham 7am - 9am

RSVP by 5pm November 13 - [www.wpnbellingham.org](http://www.wpnbellingham.org)

### KEYNOTE SPEAKER: BONNIE DEAN

#### *IMPERFECT by Design: The MAGIC Gleaned from Life's Many Lessons*

Put on your mental track shoes and hold onto your seats! Bonnie will take you on a magical journey filled with messages that helped shape her path to a life by design... not by accident. Laugh & learn how you too, can see, taste & experience checking off the boxes on your bucket list of life's opportunities. Come & prepare to be challenged as she hands you tools to have your best year ever!

One of the original fitness instructresses of the 70s - a Kauai backpack guide, top 10% sales professional, & eternal child - Bonnie has taken her message of HOPE, humor & hugs back & forth across America, Canada, Europe & Africa for over 17 years. She is a mom, grandmother, GREAT grandmother, & fairy Godmother to many. Known internationally as the 'Motion Coach' - for getting people up & off the assets... she turns black & white events into Technicolor extravaganzas!!!

Bonnie Dean has worked for over three decades in the field of human potential. A graduate of California State University San Diego and the school of hard knocks, every skill she teaches was learned through experience, not theory. One of the nation's original fitness instructors, marathon runners and Hawaiian backpack guides in the '70s, she describes herself now as a promoter of possibilities. She established her own company, in 1993 and took her PowerTeam, PowerTalk, PowerConnect, PowerCreate & PowerChange programs international in 1995. Her client list includes Xerox, VERIZON, Dept. Of Energy, Toyota, Ford, Bank of America, Crystal Cruises, Boeing, Canadian Airlines, the FDA, the U.S. Department of Defense and the United States Air Force.

Bonnie is the CCO (Chief Creativity Officer) of Creating CORE Connections, an international events company that focuses on 'Staying in touch with REALLY matters' and celebrates the relationships of co-workers, customers, and management. Bonnie's programs inspire change and refocus corporate cultures to start thinking as one cohesive entity instead of the fragmented units that often plight the business world. Heard most recently in South Africa on 'Cape Town Talk' and 'Women Speak', Bonnie is a frequent guest on KTLA TV's Making IT morning show doing motivational minutes. She is a contributing author in three books: Give Stress a Rest. Magnetic leadership and Rising to the Top. Known internationally as 'The Motion Coach' for getting people up and off their assets... Bonnie helps take black and white affairs and turns them into Technicolor extravaganzas!



## Holiday Gala Donations!

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

- Base camp gift certificate - donated by JoGo Gym
- 10 x 10 ft. room painted or \$300 towards a faux finish - donated by Jennifer and Friends
- Painted pot with plant - donated by Jennifer and Friends
- Three-month fitness membership with two personal training sessions and a water bottle! - donated by Robin Robertson
- Bottle of wine from Mt. Baker Vineyards - Donated by sellandrentbyonwer.com
- Fitness Evaluation and 2 personal training sessions.- donated by Fitness First by Michele
- \$50 GC and \$30 fabric - donated by 4th corner quilts
- Handmade books by Together We Can Change The World, Inc.
- 6 Low level Laser Sessions for Moderate to Severe Acn by Barkley Chiropractic
- Sweetheart Basket by Longaberger by TheSimplyOrganizedBride.com
- Banner Advertising by TheSimplyOrganized-Bride.com
- 4 movie pass tickets to the Pickford Film Center + movie snacks! by Pickford Film Center
- 3 12 ounce bags of Moka Joe Coffee and 2 Moka Joe mugs by Moka Joe Coffee
- \$25 Gift Certificate to the RE Store by RE Store
- Basket of letterpressed notecards, journal and gift tags by Shew Design
- \$50 G/C for Sterling Silver Jewelry, Belts & Watches - By Silpada Designs
- \$25 for any services by Phaze 2 Nails & Salon
- Warm Amber lotion & perfume - by Mary Kay
- Crystal Beaded Evening Clutch & Bracelet - by Score More Sales & Silpada Designs
- Custom Nightguard to help prevent teeth grinding. - by Hansen Denture Center
- Bottle of wine by Purple Smiles Wines
- Basket of Hawaii goodies, coffee, chocolate, etc. By Jennifer and Friends
- 1 hour massage by Becky Masters Massage
- \$175 DVD Slide Show by Memories in Motion
- Lunch for 2 and 2 coffee mugs and tea! by BLACKERRY HOUSE CAFE
- One hour facial and a manicure at the Sugar Shack!
- “Curl up with a good book” basket: something yummy to read, wine, chocolate, fuzzy socks donated by Sprout Creative
- \$25 Gift Certificate towards copying, bindery or graphic design services by Copies Now
- \$50.00 gift certificate to Cost Cutter (The Markets) by Merrill Gardens at Cordata
- 2 free entry tickets to a Whatcom Young Professionals “Evening Social” guest passes - by Whatcom Young Professionals
- Gift basket of chocolate by Chocolate Necessities
- Red handbag and shawl donated by Border Cargo Services
- Basket full of tupperware goodies!!
- Gift basket with Xocai chocolate for a week and other delicious goodies!
- One hour facial at the Sugar Shack!
- One Microdermabrasion Appt. at the Skin Care Lounge
- Eyelash Extensions!! at the Skin Care Lounge

## President's Message Tip of the Month

### How to Ruin Your Business Reputation

By Michele Pariza Wacek

A while ago, I got an email from one of the "gurus" I follow and it shocked me. The gist of it was this person wanted to trade services for a household item.

To say it floored me would be an understatement.

What was worse was a few days later this person started sending emails promoting their coaching program. How could anyone who had gotten the "trade" email even consider signing up for their coaching program?

Now this was a pretty obvious blunder, but there are other, smaller blunders, you might be making that are hurting your business reputation and your ability to attract clients. But first, I want to make something clear.

The problem isn't that you're struggling right now. That happens. It's the nature of business and every seasoned business person knows it. Businesses will lose money or be flat from time to time. There's no shame in it, you just need to keep doing something about it (i.e. marketing, analyzing your offerings or your target market to see if you need to make a change, etc.)

The mistake happens when you make this too transparent. I'm not saying you should lie and say business is great when it's not. (In fact, please DON'T lie. That's another way to hurt your business reputation big time.) But (and this is ESPECIALLY true if you have a service business) don't make it obvious you're struggling. No one wants to hire a consultant who isn't busy. In the back of people's minds is the worry if the consultant isn't busy they must not be good. So you MUST not come across as too eager or that you have too much time on your hands.

No matter how desperate for customers you are, you must get that under control. People will sense desperation and either run from you or try and take advantage of you. Neither is all that good for you (either your business or your psyche).

So what can you do? Here are 3 tips to help you

stay strong no matter what's going on in your business.

1. Keep marketing. Now is the time to step up your marketing. You have the time, why not write extra articles so you have them "stockpiled" when you do get busy again. Now might also be a good time to do a promotion but do NOT say it's because business is slow. Find some other creative way to do the same thing (for instance, maybe you have a "back to school" special, now that the kids are back in school you have some extra time to take on an additional client or two.) Or your promotion can be around a product or a group program. (Having a promotion around your product or group program doesn't carry nearly the social stigma of pedaling your service.)

2. Don't answer your phone. Yes, you heard me. Let

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## Policy of the Month

### WPN Guests

We invite you to attend your first breakfast meeting at a reduced fee of \$15. Your second breakfast as a guest is \$18. After attending two meetings as a guest, we ask that you join in order to continue attending. Past members may attend once as a guest.

## Quotes of the Month

*"A successful woman is one who can lay a firm foundation with the bricks others have thrown at her."*

--David Brinkley

*"Action is the foundational key to all success."*

--Pablo Picasso

## New Members

Karen Flaherty, *Arbonne*

Marnie Ross, *The Muljat Group*

Lara Merriam-Smith, *Bra Barrette*

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voice mail pick it up or keep your virtual assistant on to return phone calls. Busy people don't sit by the phone willing it to ring. You need to get your mind off your phone (or your inbox) and on to drumming up customers.

3. Don't drop your fees. Your fees aren't the problem. Something else is the problem. Either you aren't marketing enough or your target market isn't the right target market for you anymore or you need to tweak your offerings or something else is going on. But the moment you start dropping your fees or doubting yourself is the moment you'll start down a vicious downward cycle. (Now, this doesn't mean you can't put together a lower priced package and promote it. That's fine and it may be a smart business decision. But to lower your hourly rate -- not a smart move.)

## Some Speakers to Look Forward to in 2010!

**January Speaker:** Miriam Evers

**Topic:** *"Joy First, then anything else you have time for!"*

**February Speaker:** Stephanie Artino,

**Topic:** *"How to grow your business effectively"*

**March Speaker:** Zita Gustin

**Topic:** *"Practical Business Networking Tips"*

**April Speaker:** Lynn Baldwin-Rhoades

**Topic:** *"How to successfully Network"*

## Advertise in the WPN Newsletter!

Your full color 2" x 3" ad will be featured in our online and printed newsletter. It's a great way to get yourself in front of WPN members!

Send inquiries to: [wpn@wpnbellingham.org](mailto:wpn@wpnbellingham.org)

### ▲ Contact WPN

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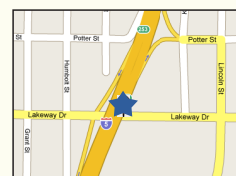
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The WPN meets on the last Thursday of each month from 7am - 9am at The Best Western Lakeway Inn, 714 Lakeway Avenue in Bellingham.