



WOMEN'S PROFESSIONAL NETWORK

April 2010 Newsletter

▲ **April 22, 2010 Breakfast Meeting**
Lakeway Inn, Bellingham, 7am - 9am
RSVP by 5pm April 16 - www.wpnbellingham.org



KEYNOTE SPEAKER: Lynn Baldwin-Rhoades

Topic: "Follow Up and Outreach"

Marketing SheBang

Lynn Baldwin-Rhoades adores inspiring women business owners. With her company Marketing Shebang, she uses her writing savvy to help small, female-owned businesses grow through traditional, online and social media avenues. She also speaks, writes and hosts events for women entrepreneurs in the Puget Sound region. In 2010, Lynn is launching a second company, Power Chicks International, dedicated to supporting women in business.

▲ **President's Message - Tip of the Month**

Why No Business Should Be Involved In Online Social Networking

Still think spending all that time updating your Facebook page and twittering is going to help your business? Have I got news for you!

Written Mar 01, 2010, read 11599 times since then.

Take a look at these four scenarios.

1. A teenaged boy is sharing strategy secrets on a Playstation 3 Facebook group.
2. A father is posting photos of his family's day at the beach to Flickr.
3. A mother is uploading a video of her daughter's recital to You Tube.
4. An HR consultant is twittering about recent changes in employment law.

Which one of these people stands out as being unique from the others in the way they are using social networking?

If you answered number 4 you would be correct.

That's because the first three people are using social networking web sites for the purpose of social interaction. They are keeping in touch with friends, family and people of similar interests. Their goals are nothing more than to belong, share, and socialize.

▲ continued on inside page

▲ March Featured Members



**Shawna Kitzen and
Ronna Russell**

Ahead of the Curve

Ahead of the Curve, Bellingham's only style consultation service, features the fresh, funky and totally fun personal stylists,

Shawna Kitzen and Ronna Russell. Our goal is to assist women in finding their own authentic personal style by gently placing a foot on their backsides and encouraging them out of their style box. Lasting first impressions are made within 5 seconds making clothing a form of non-verbal communication. What you wear tells the world how you perceive yourself and how you expect to be treated. We are a dynamic duo committed to helping women love what they see in the mirror!



Theresa Reavis

Century 21 Bay Properties

My name is Theresa Reavis & I have been a Realtor with Century 21 Bay Properties for the past 3 years. I have always been interested in real estate, from being a home decorating junkie to HGTV, and then

personally investing in real estate. There are so many things that I love about my job, but my latest and greatest passion is working with first time home buyers. I really want my clients to be educated about the process and I love being a mentor and providing them with that education. My first time buyers have been all different ages too. In November I helped a 49 year old woman purchase her first home, a lovely condo. Seeing her dancing around her vacant living room the day she got her keys was so rewarding! I am currently working on two Realtor designations, one is CRS 'certified residential specialist' and ABR 'accredited buyers representative'. I will complete my ABR education this month and hope to complete my CRS designation in 2011. I am looking forward to becoming more involved with WPN this year.



Sarah Engel

Mary Kay Cosmetics

My name is Sarah Engel and I am an Independent Consultant with Mary Kay Cosmetics. I have been in the skincare industry for over 10 years and am passionate about building

skin care customers for life! I save my customers time and money by effectively assessing their needs and offering outstanding customer service. With Mary Kay, you get to "try before you buy". I have a 100% guarantee with every product that is sold and I pride myself on keeping my customers up to date with all of the latest products and trends. Best of all, I come to you! You will never have to aimlessly wander the grocery store aisles again or sit in a makeup chair in the middle of a department store—I can meet with you anywhere and anytime that is convenient for YOU. I can't wait to introduce you to the NEW Mary Kay!



Myra Harmer

Bellingham Screen Printing

Although most know Myra as the "healthy chocolate lady," she is also now a sales representative for Bellingham Screen Printing. Whether your needs are for custom tee shirts, hats, signs or banners,

she can help you. Bellingham Screen Printing is a full service screen printer producing shirts, custom signs, bumper stickers, decals, posters, yard signs, real estate signs, and industrial screen printing.

Myra and her husband, Terry, have lived in Bellingham since 2001. Their daughter, Courtney, is a BFA major at the University of Colorado, at Boulder.

Myra is a strong supporter of Whatcom County, and enjoys volunteering for the Nooksack Salmon Enhancement Association (NSEA) and Excellence Northwest.

Myra can be reached at (360) 739-2047 or MyraHarmer@comcast.net.

▲ continued from cover

But the HR consultant is networking for a different set of reasons. This person has chosen to use networking sites as a tool to position themselves as an expert – an invaluable source of reliable information. Beyond Twitter, this person may also be on Facebook, Linked In, Plaxo and others. This sharing of information would, in theory, impact on how they are viewed within their industry by current and potential clients. Over the long term, these efforts could materialize into new business. That is why they are there.

When business people use social networking sites, they often do not understand why. And that is a big reason why so many of them see no positive return from it. Although a positive return can mean different things to everybody, for most business people a positive return usually involves making a sale.

The problem is that for the last couple of years, experts have continuously preached that the success of a business is dependant on participating in online social networking. They will try to convince you that you need a Facebook page, that you need to regularly update your Linked In profile, that you should post articles to a myriad of resource sites, and of course let the world know you are doing all this by Twittering at least 5 times a week.

What every expert has forgotten to share with you (or just don't know to) is that this is not social networking. There is in fact nothing social about it. You are not trying to make friends, get in touch with old school chums, or keep tabs on the ex. You are trying to grow your business.

So maybe it's time to stop referring to all this as social networking and start seeing it for what it really is: social marketing.

Any form of communication you perform on behalf of your business is a form of marketing. Regardless of whether it's a business card or a Facebook page, you are building an image - a brand identity that will help you convey your values allowing people to better understand the advantages of doing business with you.

Think of social marketing as just another tool in your marketing toolbox. In many ways it is no different than web sites, yellow page ads, trade shows or promotional items. Each of these is important in



Quotes of the Month

Courage is like a muscle. We strengthen it with use.
~ Ruth Gordon

The most common way people give up their power is by thinking they don't have any.
~ Alice Walker

Policy of the Month

Speaker Policy

WPN Chooses it's professional speakers from outside the WPN membership for two reasons: to bring fresh ideas and innovative topics from outside our membership for all to enjoy, and to not cause a conflict of interest between the members that wish to speak that may be in the same field as one another.

An advertisement for 'WORD CRAFTERS NW'. It features a photo of a smiling woman with blonde hair. The text includes the slogan 'You talk we type!', the company name 'WORD CRAFTERS NW', 'Full Transcription Services', 'INSTANT Online Audio Upload', 'HIPAA Compliant', the phone number '(206) 632-2593', and the contact email 'Call or email for more details: cecelia@wordcraftersnw.com'.

▲ continued from page 3

their own way depending on your needs, industry, budget, and time. One tool should not be favoured over another simply because it seems like the right thing to do.

Continued @ <http://www.wpnbellingham.org/>

Agape House Donations

The WPN Board would like to invite the entire WPN membership to help with our continuing efforts to support the Agape House for women and children. Every month there will be Agape House needs and/or wants (i.e. personal hygiene items, clothing, shoes, non perishable food, etc.) that we will be fulfilling. There will be a drop box available at every WPN breakfast meeting for you to leave your donations. Donations will be delivered monthly directly after each meeting. To learn more about the Agape House, please visit their website: <http://newagapehome.com/home.html>.

This month, the Agape House is in need of shampoo (even partially used bottles are appreciated), conditioner, body care products and diapers. Thank you to those that have donated over the past months!

Speedy Automated Mailers



Direct Mail Advertiser since 1984
Gerry Ellen Sleeth 676-4775
www.speedy-inc.com
Credit Cards Accepted

New Members

Kimberly Lee, *Bellingham Home Staging*

Renewing Members

Lori Richardson, *Score More Sales*

Barbara Volkov, *Alternatives*

Sandy Levey, *On Purpose*



MARCYMJELDE
Realtor®
360 961 3584
Marcy@MarcyMjelde.com
510 Lakeway Dr. Bellingham WA. 98225

See virtual tours at MarcyMjelde.com



WPN Board Members

Jennifer Ryan

Jennifer and Friends
President

Karen Parker

North Coast Credit Union
Treasurer

Patrice Valentine

Net Solutions North America
Website Editor

Rummany Bogaards

Tax Simplicity, LLC
Secretary

Ericka Bakkom

E Design
Newsletter Editor

Cecelia Guadalupe

Wordcrafters NW
President

Marcy Mjelde

The Muljat Group
Membership Chair

Arian Henders

Sugar Shack
Sarah Engel
Mary Kay Cosmetics
*Networking Breakfast
Co-Chairs*

Angela Abshere

Silpada Designs
Speaker Chair

Christine Jenkins

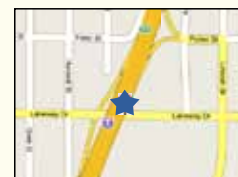
Lakeway Inn
Publicity Chair

Contact WPN

Email wpn@wpnbellingham.org

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

www.wpnbellingham.org



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

The WPN Newsletter is a cooperative production of the Women's Professional Network, PO Box 28383, Bellingham, WA 98228. © 2010 WPN reserves the right to decide which articles to publish, as well as to edit all submitted news items and articles.