



# WOMEN'S PROFESSIONAL NETWORK

February 2010 Newsletter

## ▲ February 25, 2010 Breakfast Meeting Lakeway Inn, Bellingham, 7am - 9am

RSVP by 5pm February 19 - [www.wpnbellingham](http://www.wpnbellingham)

### **KEYNOTE SPEAKER: Stephanie Artino**

**Topic: "How to Grow Your Business Effectively!"**

*Metcalf Hodges CPA*



There are a number of strategies to grow your business, but which ones are most effective? Stephanie will show you that there are only 4 ways to truly grow in the direction you want and how you can incorporate networking effectively into your strategy to achieve the results you desire.

Stephanie Artino's passion is for business advisory services where she helps small to medium sized (SME) businesses grow and assists their owners in reaching their personal and professional goals. Stephanie is also an experienced and skilled accountant in all aspects of public accounting services. The depth of the Metcalf Hodges "bench" allows her to focus her attention to the needs of the clients as they present themselves.

A transplant to Bellingham, Stephanie graduated from Western Washington University with a Bachelors Degree in Accounting and minor in Business Administration. In addition to her CPA license, she brings over 16 years of accounting experience to our team from both the public and private sectors. Stephanie joined Metcalf Hodges in 1999 and became the Firm's newest principal and shareholder in 2008. Stephanie is the 19th CPA to be an owner in the firm since its inception in 1964.

Stephanie currently serves as treasurer for the Building Industry Association of Whatcom County and is a member of the Construction Financial Management Association, Bellingham/Whatcom County Chamber of Commerce and the Whatcom Referral Network. She is an Advisory Committee member for the Whatcom Young Professionals and Past-President of the Northwest Chapter of the Washington Society of CPAs.

Stephanie has served on the Board of Directors and is a Past President for both the Mother Baby Center and the North Cascades Chapter of the American Society of Women Accountants. She also served as Chairperson for the Bellingham Technical College Advisory Committee for Business and Computer Information Systems. In addition, she is a member of the Washington Society of CPAs.

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

### **Be a Better Entrepreneur ~ By Neil Patel**

Do you want to become a better entrepreneur? Well who doesn't, right?

Over the past 8 years I have started around 9 companies. Sadly most of them failed, but the good news is, I have learned a lot over the years. Some of these things maybe obvious to you, while others may not, but none-the-less there will be something that will be beneficial to you.

## ▲ February Featured Members



**Lara Merriam-Smith**  
*Bra Barrette*

Lara Merriam-Smith is the inventor of the Bra Barrette, a unique, fun and functional way to keep bra, tank top and other spaghetti strap tops in place. They are designed to either conceal your straps under clothing or reveal them with a variety of colors, funky or elegant charms and crystals. Since beginning her business in 2007, Bra Barrettes are now being sold around the world and have been featured in multiple celebrity gifting suites. Most recently she received a purchase from QVC and will be on air with her product in May 2010.



**Karen Flaherty**  
*Arbonne International Consultant*

Karen Flaherty has been an independent consultant with Arbonne International for three years, representing her company and the Economy region as a district manager. Karen's passion for her business is evident in the quality care she provides each of her clients, and the commitment she gives to her team as a mentor and coach. Central to Karen's mission is sharing the philosophy of Arbonne's pure, safe, and beneficial products while providing others the opportunity to experience the benefits of time leveraging, residual income and unlimited earning potential. Karen resides in Ferndale with her husband Pat, has two grown daughters, and has a 30 year career with Bellingham Police Department.

## Blue Skies for Children

**3rd Annual St. Patrick's Day themed Casino Night**

**When:** March 19, 2010

**Where:** BIA Building 1650 Baker Creek Place  
Bellingham WA 98226

**Time:** 6 p.m.

*More information please call (360) 756-6710*



**Marnie Ross**  
*Muljat Group Realtor*

Originally from Canada, Marnie has worked and lived in Australia, England, Canada and the US. Since moving to Bellingham from Vancouver BC in 2007, Marnie has pursued her passion for real estate, getting licensed when many realtors were considering calling it quits because of the challenging market. In her life before real estate, Marnie worked as a chief information officer in a global engineering company and taught IT Strategic planning for the MBA program at Royal Roads. One of her other passions is animal rescue. She lives with 4 dogs, 2 cats and her partner.

## New Members

Sandra Smith, *Worth Wear*

Ronna Russell, *Ahead of the Curve*

Shawna Ritzan, *Ahead of the Curve*

## Renewing Members

Theresa Reavis, *Century 21 Bay Properties*

Darcie Romero, *To Your Table*

Jennifer Ryan, *Jennifer and Friends*

Cecelia Guadalupe, *Wordcrafters NW*

## 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!

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Here are 53 things to keep in mind if you want to be a better entrepreneur:

1. Don't let emotions cloud your decisions.
2. Accept criticism, no matter who gives it to you.
3. Never stop networking.
4. Learn from your own mistakes.
5. Learn from other people's mistakes.
6. Around every corner lies an opportunity for you to sell something.
7. Don't get too greedy... pigs get fat and hogs get slaughtered.
8. Try not to mix your family life with your business life.
9. No matter how successful you are, you shouldn't stop learning.
10. Spending money on good lawyers and accountants will save you more money in the long run.
11. Don't pick a stupid company name and if you do, don't change it later on.
12. Hiring employees won't solve most of your problems.
13. Be agile because slow and steady won't win the race.
14. Being agile isn't enough, you also have to be scrappy too.
15. Having a good business partner will be a key factor in your success.
16. Don't be afraid of the unknown.
17. It is easier to save money than it is to make it.
18. You don't always have to innovate; there is nothing wrong with copying.
19. Have a marketing plan.
20. Don't under estimate your competition; you can't always know what they are doing.
21. Watching movies like Boiler Room, will teach you how to sell.
22. If you don't have a business mentor, you better get one.
23. Your income will be the average of your 5 closest friends, so pick them wisely.
24. Diversifying is a good way to play things safe.

25. It doesn't matter what you want, it only matters what your customers want.
26. When others are fearful, you should be greedy. And when they are greedy you should be fearful.
27. You don't always have to pay for advice. You'll be amazed with the free advice you can get pick up from the web.
28. The best chances you have of becoming rich is through your willingness of working hard.
29. Even the most idiotic business idea can make money.
30. Sex sells and it always will.

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## Quotes of the Month

*"Give thanks for what you are now, and keep fighting for what you want to be tomorrow."*

~ Fernanda Miramontes-Landeros

*"I make the most of all that comes and the least of all that goes."*

~ Sarah Teasdale

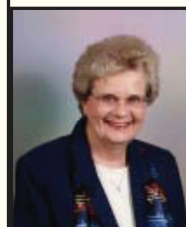
## Policy of the Month

### 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.

## Next Meeting March 25!

### *Speedy Automated Mailers*



Direct Mail Advertiser since 1984

Gerry Ellen Sleeth 676-4775

[www.speedy-inc.com](http://www.speedy-inc.com)

Credit Cards Accepted

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31. An easy way to make more money is to up sell to your current customer base.
32. Base your business decisions around metrics.
33. There is no such thing as a safe bet.
34. You don't have to start a business to be successful.
35. Raising venture capital is harder than being struck by lightning.
36. Staying under the radar isn't always a bad thing. Being out in the open is a great way to attract more competitors.
37. Learn to be a team player.
38. If you ever get screwed over, think twice before you burn the bridge.
39. Learn to manage both your personal and business money.
40. Live in a location filled with entrepreneurs.
41. If you don't take any risks, there will not be any rewards.
42. Don't let anything stand in your way.
43. Sometimes you have to wait for good deals to come to you.
44. The smartest route isn't always the easiest route.
45. Being too aggressive can backfire.
46. With networking, it isn't about whom you know, it is about whom your network knows.
47. It's never a bad thing to know too many rich people. Whether you like them or not, they can always come in handy. So make sure you always play nice with them.
48. Use your email signature to promote your business.
49. Don't be afraid of social media. It is a great channel for customer acquisition.
50. You'll learn more from starting your own business, than going to business school.
51. Having a personal blog doesn't only help build your personal brand, but it helps your business as well.
52. Your competitors don't have to be your enemies, you can learn a lot from them.
53. You can grow your business by working for free.

## ▲ 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**

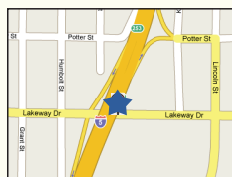
Lakeway Inn  
*Publicity Chair*

## ▲ Contact WPN

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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.

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.