

WBON's newsletter will only be available through email and on the web site starting June 1, 2008. We NEED your email address. Send it to glenda@hinztime.com.

WBON Lite: Photo Shoot

Tuesday, April 22, 2008
4:00 - 8:00 pm

(Reservations required)

Taylor Meadows Office Building
1001 S. 70th St. (Basement Level)
Lincoln



It's back by popular demand! This is an opportune time to update your business photo at a very reasonable cost. Lucinda

Faunce of Personality Portraits will be capturing the likeness of WBON members for \$20 each. Participants will receive a copyright released CD of your digital photos for personal/professional use. This event is open to members only and limited to the first 20 members who make appointments.

Makeup touch-ups will be provided prior to your photo shoot by Doris Kruse (Mary Kay) from 4:00-6:00 pm and by Rachel Taylor (Arbonne) from 6:00-8:00 pm.

Space is limited (and may be filled by the time you receive this newsletter). Call Glenda at 438.2253 or email glhinz@alltel.net to make your appointment.

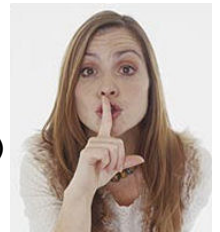
WBON in April

Keeping Your Secret A Secret

Wednesday, April 16, 2008
11:30 - 1:00 pm

(Reservations required by noon, Friday, April 11)

The Knolls
2201 Old Cheney Road, Lincoln
\$15 for Members & 1st-time Guests; \$20 for Non-members
Add \$5 for late or no reservations.
(No-shows will be billed)



Protecting your confidential business information is important asset insurance. Employees leave and work for your competitor, or worse, start their own competing businesses. Or someone copies your business name or logo. Do you have everything in place to support your demand to cease and desist? Do you have intellectual assets you haven't identified that could sweeten your balance sheet?

If that paragraph makes you nervous with uncertainty, listen to **Gail Perry** and **Christina Ball**, partners in the **Baylor Evnen law firm**, highlight ways to protect what you have built through registering trademarks, exploring patents, obtaining non-compete agreements, copyrighting your written materials, and adding confidentiality policies to the employee handbook.

Come away with a list of priorities for protecting your business and steps to put your plans in place in 2008.

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, April 11** (no-shows will be billed).

- Bring another woman business owner as a guest!
- Bring your business cards for networking!
- All southeastern Nebraska women business owners are welcome!

Top 10 Business Faux Pas for 2008

by Rachel Taylor, Arbonne

Robin Jones Gifford with Springboard spoke about her core of watching women succeed and how that drives and motivates her in working her business efficiently.

Top 10 Etiquette BLUNDERS:

#10: First impressions truly are lasting impressions.

Example: Mail room employee that came in with the brains to make things happen but didn't have the "image" to make it happen. Be careful of your image; it needs to be authentic and not appear as a mask, even when you're working from home.

#9: Attire. Example: Flip flops known as slabs of rubber. Allowing a staff to become too casual can in turn create casual attitudes.

#8: Personal space doesn't need to take up a lot of space. Example: Touching and talking in close proximity. Personal space, confidentiality, and privacy are all necessary to reinforce. Be up-front before an uncomfortable event happens.

#7: Netiquette is not a sport or a coat. Example: Texting and emailing...easier than calling...um...you must evaluate the clientele base as to what they relate to and how it's most efficient to communicate with them. Acquire the ability to interact with people on a personal level vs. just utilizing technology. Personal communication has become a lost art.

#6: My life is so busy and important I just can't "not answer" the phone. Example: Determine the circumstance whether a call is vitally important (i.e., from children). Inform those you are with in advance, if you are waiting on a call, put your phone on vibrate, and slip it under your leg. Prioritize events and respect those you are interacting with. Learn to "be with" the person!

#5: Napkins come with their own etiquette. Example: Come dressed and respect those that prepare for you. Napkins are NOT for use as Kleenexes. They go in your laps; if you need to get up, place the napkin on your seat or the back of your chair.

#4: It's never OK to pick your nose in public. Example: Never pick your nose while in ANY public setting.

#3: As adults, it does matter HOW you eat not just that you DO eat. Example: Table manners are important as you are breaking bread with others. It should be a personal time to engage with others. The use of a knife and fork is far more important than people give it credit for. Break the "bread" one bite at a time.

#2: Registries for weddings, baby showers, birthday parties, and more. Example: A 35-year-old friend sent a birthday invite with a registry enclosed. A couple was celebrating their 5th wedding anniversary by going on a cruise and had registered for it expecting gifts.

#1: Cell phone courtesy - Answering your phone during an event and/or in front of others. Have the heart to tell people NO. Example: Infant baptism in process when the aunt answers her phone in front of the entire church. She continued to carry on a conversation saying, "Well, if you'd hold on I don't think this will last very much longer."

Good etiquette is really about respect and civility. If each and every person can start practicing good etiquette people will follow. Generally, people want to "come back" to the society of honoring and respecting one another.

Rachel Taylor is *springing ahead* as Arbonne continues to launch the most revolutionary benefits in natural products. Contact her to discover all that's new and how it will benefit you: 402-610-0252, www.xplor.myarbonne.com, or rachel05@myarbonne.com



April 6: Susie Joyce

Member Profile

Sandy Davison



Sandy Davison joined WBON last October. She and her husband Ross own Davison's Gallery Gifts & Custom Framing. They offer all types of art, custom framing, ready-made frames, pre-framed art, and some gift items. They search for items for their customers to save them time and money.

Sandy was motivated to start her business while bartending. She got burnt out and decided she wanted to start a business she could run out of her home. Her biggest surprise as a business owner is how hard it is to be profitable. If she had it to do over again, she would buy retail space instead of renting. Sandy's advice to a woman considering starting her own business: "Make sure you research it, you really *want* it, and have a safety net or backup plan. Also a goal-oriented business plan."

Sandy joined WBON to network with other women business owners and learn more about how she can improve personally and professionally. She offers 10% off to WBON members and their referrals. Welcome to WBON, Sandy!

Inspirational Women in Business

Katherine Graham, CEO, Washington Post: Graham's rise to publishing leadership was something "thrust upon" her. Following her husband's death from suicide depression, Katherine had chosen to fill her husband's shoes as the Post's publisher.

Katherine had no idea of the greatness ahead of her but as stated in her autobiography *Personal History*, "What I essentially did was to put one foot in front of the other, shut my eyes, and step off the edge." That courage led her to become the first female CEO of a Fortune 500 company. Katherine's success can be summed up by her words, "To love what you do and feel that it matters—how could anything be more fun?"

Oprah Winfrey, Chairman, Harpo, Inc.: The first African-American woman to become a billionaire,

Upcoming Events

April 22 (Tues.), 2008, 4:00 pm-8:00 pm

WBON Lite: Photo Shoot

Lucinda Faunce of Personality Portraits will photograph WBON members for \$20/person. You'll receive headshots on a CD. This is a great time to update your business photo!
Location: Taylor Meadows Office Building, 1001 S. 70th St., Lincoln (Basement Level)

May 21 (Wed.), 2008, 11:30 am-1:00 pm

Icon Award Luncheon

Location: The Knolls, 2201 Old Cheney Road, Lincoln

June 18 (Wed.), 2008, 11:30 am-1:00 pm

TBA

Location: The Knolls, 2201 Old Cheney Road, Lincoln

July 16 (Wed.), 2008, 11:30 am-1:00 pm

TBA

Location: The Knolls, 2201 Old Cheney Road, Lincoln

July WBON Lite - Book Review

Date, Time, and Location TBA

How to Run Your Business Like a Girl: Successful Strategies from Entrepreneurial Women Who Made It Happen by Elizabeth Cogswell Baskin.
Get your book and start reading now!

August 20 (Wed.), 2008, 6:00-9:00 pm

Speed Networking

Location: Deer Springs Winery, 16255 Adams St., Lincoln

Oprah overcame her own trials and tribulations stemming from child abuse. Oprah began her television career at seventeen and her star was lit when she turned around the failing "AM Chicago" show. Oprah's business and career success can be attributed to her passion to help others.

Oprah clearly states her corporate mission for The Oprah Winfrey Show "...is to use television to transform people's lives, to make viewers see themselves differently and to bring happiness and a sense of fulfillment into every home."

2007/2008 Board

President, **Connie Hartig** 228-3041
Vice President, **Phyllis Webb** 327-9998
Secretary, **Mari Lane Gewecke** 423-8871
Treasurer, **Dawn Liphardt** 416-5906
VP Membership, **Jennifer Haralson** 420-7387
Programming, **Kathy Koch** 434-2442
Communications, **Paula Fehringer** ... 797-7782
Past President, **Gail Perry** 475-1075

WBON Mission Statement

It is the mission of the Women Business Owners Network to provide a positive, supportive environment, relevant programming, and networking opportunities to women business owners. We strive for a core membership of women who contribute their interests and perspectives to programs that promote professional and personal effectiveness, as well as the development of personal relationships.



**Elizabeth
Nelson**

Who can join Women Business Owners Network?

WBON is intended for women who are sole proprietors, partners, and corporate owners with day-to-day management responsibility. Sustaining memberships are available to individuals who support the objectives of WBON.

Annual Dues

First-year dues: \$120 (prorated at \$10/month to the start of our annual year, September 1); plus a \$25 entrance fee = \$145 total.

Renewal dues

\$120 per year, September 1-August 31. Renewals are due September 1.

Send your dues to:
WBON
P.O. Box 85323
Lincoln, NE 68501-5323

To encourage guests to try out WBON, and to make it less expensive for members to bring a guest, we have lowered the meeting fee for first-time guests. First-time guests can attend one meeting at the member rate of \$15.* Non-members can attend two additional meetings at the non-member rate of \$20. After attending three meetings, nonmembers are encouraged to become members. If they wish to continue to attend meetings as nonmembers, they may do so at a rate of \$30 per meeting. Past WBON members are welcome to attend at the \$30 rate, and can deduct \$15 from the membership fee if they renew their membership by the close of the meeting. (*Add \$5 to all prices for late or no reservations.)

Members, please let your guests know our policy.

Newsletter Policy

All guests are added to the WBON prospect mailing list. Individuals on this list will receive our mailings for a year. Their names will be removed if they do not become a member during that time.

Visit the WBON web site: www.wbon.us

developed and maintained by blueship.com

Lincoln, NE 68501-5323
P.O. Box 85323

