

Appreciation

By Connie Hartig

Owner, Hartig Real Estate & Loan, LLC
and WBON President



A new year, 2008, begins. It is time to set our goals and time to express our appreciation.

Looking back at the past year, were you satisfied with what you did and what you made? Did you show your appreciation for your past clients or customers? How are you building that relationship for future business and, best of all, referrals? It's not too late, just a little card will help.

Are you a positive woman leader willing to share and help your client unconditionally? Sometimes I think of my clients as my children: pleasing them, giving them power, complementing, helping without questioning. Just being there for them, not watching the clock, or how much I will make. Sometimes they just need more time and more attention. They remember the good in their heart and they remember the bad in their head. Always remember they are looking at you and respecting you as the expert. Your actions absolutely speak louder than words. Just returning a phone call is so important. Appreciate their time. Yes, your time is important, but they are paying you. Time is very valuable. You can give it away because you control it. You can work a little longer but never let them know how busy you are.

(cont. on page 2)

WBON in January

Building Your Business: Tools for Creating a Competitive Edge

Wednesday, January 16, 2008
3:00 - 6:00 pm

(Reservations required by noon, Friday, January 11)

Hillcrest Country Club
9401 O Street, Lincoln

\$35 for Members; \$50 for Non-members

Add \$5 for late or no reservations.

(No-shows will be billed)

Hors d'oeuvres and beverages will be served throughout the afternoon.

Join us for this afternoon workshop filled with innovative ideas for women business owners, from the entrepreneur to the experienced. You will have the opportunity to choose two workshops presented by experienced business people who will share their knowledge on which tools to place in **YOUR** tool belt.



Workshops include:

- **You Can Bank On It: Accessing Capital for Expansion** - Mary Gerdes, Community Bank of Lincoln
- **Be a Brand Leader: Distinguishing Yourself from the Competition** - Eric Dinger, Dinger & Associates
- **Hiring Superstar Talent** - Kara Bunde, Talent Plus
- **Recognize Your Strengths, Manage Your Time, Enhance Your Performance** - Gina Larson, Fall River Consultants

See page 3 for more information on this must-attend workshop!

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, January 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!

Appreciation (cont. from page 1)

They want and deserve your time. You can do this without them even knowing how hectic the day has been for you.

Here is a true story to illustrate my point. I went to have my medications filled. My monthly medicine is around \$600 per month which I consider a lot of money. They were out of one of the prescriptions so I asked if they could call me when it came in. The lady said "Do you know how busy we are? We just don't have the time to call everyone, so just call in and keep checking." I asked if she was serious and she responded, "Yes." "Well," I replied, "I see you must be so busy that I'm not a very important customer." She was taken aback, said she would see, and she had to go.

I was never called. The next month the same thing happened. This time the owner was helping me, and I again asked if they could just give me a call. He said that they would try but would not guarantee it. I get busy during the day, and I kept forgetting to call until I got home – by then they were closed. I went without my medicine for around 4 days each time. I did not go back a third time. I had been a loyal customer for years. If they had handled it a little better, they would still have me as a customer.

My new pharmacist said that if they were ever out of a medication, they would deliver it to me when they got it. He also gave me a calendar and a Farmers Almanac. Now that's service! I, as a customer, appreciate it.

**HAPPY
NEW YEAR!**

December meeting review

Giving Back: Charitable Based Involvement

By Elaine Warren, The Entrepreneur Navigator

Tammy Eagle Bull captured our hearts with her presentation on a program, **A Gift from G**, created in honor of her brother, Gerard Wayne Eagle Bull, who died suddenly at age 37.

Several years before his death, Gerard suggested pooling money he and his siblings spent on Christmas presents for each other to buy things for people in need on the Pine Ridge Indian Reservation. This became an annual project.

After his death, the effort continued with support from Gerard's former friends and employer, Bullwinkles Saloon in Minneapolis. The program focuses on the Cohen Elderly Home and families of Porcupine, South Dakota, where Eagle Bull family members live. Close contacts in the area assure that the clothing, Christmas presents and help with heating oil reach those in the most need.

Encompass Architects, owned by Tammy and her husband, follows company goals when making decisions such as their involvement in **A Gift from G**. Examples of their goals and **A Gift from G** activities include:

Respect Client — They provide help that focuses on respect, not pity. Events often include Bingo games so items can be given as prizes instead of charity.

Respect Environment — The company facilitates reuse of clothing and materials that might otherwise end up in landfills.

Another goal, **Respect Profession**, led them to find a way to help more people while making donations easier on their cash flow. The American Institute of Architects suggests that members donate 100 hours for every million dollars billed.

Encompass Architects donates hours on a number of projects instead of using all the hours on one project, including those on the Reservation.

"If we had to think about the whole need at Pine Ridge Indian Reservation," said Tammy, "it would be overwhelming. We reach out and teach others of the need to encourage them to give."

Now **A Gift from G** plans to expand their reach with a new website that will take donations throughout the year and by becoming a nonprofit organization. WBON members asked how our organization can get involved, and Tammy is open to hearing our ideas.

Elaine Warren, owner of The Entrepreneur Navigator, helps entrepreneurs succeed through professional consultation. Start the New Year with a new or revised business plan, goals, strategies, and more to chart a profitable course.

Visit www.entrepreneurnavigator.com.



January 16 Workshop

Building Your Business: Tools for Creating a Competitive Edge

When registering for this workshop, please indicate which workshop you want to attend from each session so we can get a count. Register by calling 402.434.7926 or visit www.wbon.us.

AGENDA: 3:00-3:15pm Welcome and time for a quick drink, etc.
3:15-4:15pm Session One (choose one workshop)
4:15-4:30pm Break
4:30-5:30pm Session Two (choose one workshop)
5:30-6:00pm Wrap-up/Networking/Time with Speakers/Food & Drink

SESSION ONE (choose one):

You Can Bank on It: Accessing Capital for Expansion – Mary Gerdes, Community Bank of Lincoln

Great idea? Outgrowing your space? Tight on cash? Mary will share the basics of what's required to apply for a business loan, what's at risk, and how to position yourself for success.

Be a Brand Leader: Distinguishing Yourself from the Competition – Eric Dinger, Dinger & Associates

What's the secret about your business that the world needs to know? Take away ideas from a professional to give your marketing plan a boost for the new year.

SESSION TWO (choose one):

Hiring Superstar Talent – Kara Bunde, Talent Plus

Kari is an associate at Talent Plus and speaks to major companies around the world about strategies for capitalizing on talent through unconventional assessment tools. She'll share those secrets with us and how they can apply to a small business as well. Terrific follow-up to our "Good to Great" book review!

Recognize Your Strengths, Manage Your Time, Enhance Your Performance – Gina Larson, Fall River Consultants

To fully integrate time management into one's daily routine, the need for a deeper understanding of one's strengths should be the starting point. Working from this point forward can assist participants in applying time management skills to improve performance.

Upcoming Events

February 5 (Tues.), 2008, 6:30-8:30 pm
**WBON Lite: Client Communications/
Valentine's Day Cards**

Show your clients you appreciate them! Learn WHAT to say and HOW to say it. WBON Lites are for WBON members only. There is no cost.

Presenters: Annette Murrell and Glenda Hinz
Location: TBA

If you have suggestions for our next Book Review or any future meeting subjects, please contact Kathy Koch at kathykoch@windstream.net

February 20 (Wed.), 2008, 11:30 am-1:00 pm
Excellence, Success and Fulfillment

If you love what you do and you feel that it matters, then the passion will show in all you do. Journey with your fellow WBON members as we discover your excellence, which leads to your success and brings fulfillment to all you do

Presenter: Gina Larson, Fall River Consultants
The Knolls, 2201 Old Cheney Road, Lincoln

March 19 (Wed.), 2008, 11:30 am-1:00 pm
Top 10 Business Faux Pas for 2008

Presenter: Robin Gifford, Springboard
The Knolls, 2201 Old Cheney Road, Lincoln

2007/2008 Board

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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 website: www.wbon.us

developed and maintained by blueship.com

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

