



The online newsletter has become a reality a month ahead of schedule due to some technological snafus. You can look at this as a good thing or a bad thing. Good thing is it's saving our organization money in printing and postage costs. Bad thing is that we told you we would be printing and mailing the newsletter until June 1. Well, folks, stuff happens...so we choose to look at this as a good thing!

You will be sent an email each month with a link to the current newsletter on the WBON web site. In order to assure delivery of this notification, we need you to send your email address to glenda@hinztime.com. You will be able to print a hard copy from the web site.

Spread the word and let others know the newsletter can now be found online only at www.wbon.us.

Web Site Marketing Opportunity

Have you noticed the AroundLancasterCounty.com banner on the WBON web site? Beginning June 1, this space will be available for your advertising banner. We are going to have a rotation of three banners in this space. One of the rotations will be reserved for the Icon Award winner which leaves two available for purchase at \$10 per month. If you are interested or need more information, contact Paula (p@blueship.com) or Glenda (glenda@hinztime.com).

WBON in May

WBON Icon Award Luncheon

Wednesday, May 21, 2008
11:30 - 1:00 pm

(Reservations required by noon, Friday, May 16)

The Knolls
2201 Old Cheney Road, Lincoln
\$15 for Members and Non-members
Add \$5 for late or no reservations.
(No-shows will be billed)



Join us for the second annual WBON Icon Awards Luncheon. Special entertainment will be provided by **Kyle Eley**, a classical guitarist and senior at Lincoln Southwest High School. In addition to the Icon, awards will also be presented to the WBON Pillar, Connect, LIBRA, and Rookie of the Year. Guests are welcome.

Several outstanding candidates were nominated for the Icon Award, and the list was narrowed down to three finalists by a committee review of applications, based on the criteria of customer service and client relationships; mentoring of other businesses; standing out from other businesses in the same industry; effective and professional management of the business; and a plan for future success. This year's nominees are:

- **Tammy Eagle Bull**, President of Encompass Architects, p.c.
- **Jennifer Haralson**, Owner of A Pause for Paws, Inc.
- **Gail Perry**, Partner at Baylor Evnen Law Firm

Read more about these women and their businesses on page 2. Please join us for this very special day, and the opportunity to hear from the 2008 Icon Award winner, with insight into her story of business and personal growth and success.

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, May 16** (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!

Meet the Icon Award Finalists

Tammy Eagle Bull is president of Encompass Architects, providing professional architectural services on projects across the country. She recognizes that their projects affect an entire community, and encourages clients to plan for a positive impact from the beginning. While Tammy's business is unique in her market as the only Native American woman-owned architectural firm, she also realizes that service, professional expertise, and attitude are what will get the firm hired. She has built a design team to continue that relationship and client involvement. Because Encompass Architects works on many educational facilities, Tammy makes it a point to volunteer in those schools, giving career talks to motivate interest in the architectural field, especially important with Tribal schools where many of the students don't even have their sights set on college, let alone a professional degree.

Tammy plans her life 2-3 months in advance and maintains balance by doing what she needs to do, always 100% there, whether with clients or family. She carries a quote from Ralph Waldo Emerson about success, and recognizes that while she has growth projections and sales and profitability goals, she knows she is most successful when she does what she feels is right.

Jennifer Haralson is a co-owner of A Pause for Paws, Inc., which had its origins in San Diego in July 1999, and now has three full-time shareholders and officers, 12 employee sitters, 6 boarding families, and serves more than 300 area families. Jennifer makes an effort to create "Raving Fans" of her clients through her example of extra touches that provide outstanding care for clients' pets and their homes, and by doing what they say they will do, even if it means extra time cleaning muddy foot- and paw-prints after a walk.

She has created options for every budget and personality, following the strictest of guidelines and laws pertaining to her industry, and all pet sitters are employees, rather than independent contractors. Jennifer has mentored several pet sitting businesses in town and has met with every business in the area, developing relationships that improve the industry and also create referral sources. She has been elected to the National Association of Professional Pet Sitters board of directors, attends conferences and keeps up with

the latest trends, using technology to benefit the business and her clients. A Pause for Paws has a formal mission statement and promise to customers, and has created a team of professionals in a very successful niche business.

Gail Perry became the first female partner in the law firm of Baylor Evnen Curtiss Grimmit & Witt in 1992. Today, she serves on the three-person management committee and is the firm's marketing partner. Her practice focuses on employment litigation. She builds personal relationships by first concentrating on excellence before the court, and then a reputation for high ethics set by her predecessors in this more than 100-year-old firm.

Gail's firm is working to distinguish itself from others by refining and simplifying the concept of working on a problem for their clients from the right angles, emphasizing the fact that they are a firm, not just separate attorneys with separate practices who happen to practice in the same office. Gail has been a mentor to other women business owners through her 13-year membership with WBON, and appreciates the struggles and victories of those who run their entire business under their own steam, even though she is a part of a much larger business.

Gail shared that her reputation as a litigator both surprises and pleases her. She said from the beginning that she didn't have to act like a man and be a fist-waver to get things done, and it turns out she was just right.



May 16: Paula Fehringer

May 20: Gwen Meister

May 25: Marsha Stork

May 25: Rachel Taylor

Is there a lesson here? *We all have those times when our calendars don't quite match reality. I have been experiencing one of those times, and it looks like I'm being forced to "come clean."*

As many of you know, I am in the middle of a construction project which will result in a brand new office at least three times the size of my present "closet." I am working with the same amount of clients that I usually do when things are normal. A few weeks ago, my son ended up having 12 stitches put into his lip. We were at the hospital from 8 to midnight. That gives you a pretty good idea of my state of mind when, forgetting that Jennifer had agreed to write the meeting review, I contacted Mary and asked her to write the review. So, instead of forgetting to do something, overachiever that I am, I ended up with two wonderfully written yet diverse reviews for a great and informative meeting. It's only fair to you that I "fess up" and share them both with you. I know you will enjoy them. ~Paula

April meeting review

Keeping Your Secret A Secret

By Mary Williamson, Wachovia Securities, LLC

The Knolls was the setting for the April WBON meeting. Members and guests learned how to protect what they have built using copyrights, patents, trademarks, trade names, service marks, and non-compete agreements. Gail Perry, Christina Ball, and Shane Thielen of Baylor Evnen each gave detailed information from their own area of expertise. Gail and Christi are both partners with Baylor Evnen. Shane will be an attorney with the firm once he passes the Bar Exam.

In business, we have been taught to keep our good ideas a secret for fear of these ideas being stolen, but there are many pitfalls to this method of operation. Maintaining secrecy can strain business relationships, and the owner's rights can be lost if the secret becomes widely known. Not to mention if our ideas and ways of doing business are kept a secret no one will know about them, and they can't be properly executed. Rather than keeping our ideas a secret, there are ways that we can protect what we have worked so hard to create.

Copyrights provide protection to authors for their original works. These original works may include books, magazines, paintings, songs, performance art, and computer programs. The owner of a copyright can prevent others from copying, distributing, performing, or publicly displaying the work, or producing derivative works such as a movie based on a book. The author has author privileges as soon as the work is on paper, computer memory, or in any form other than just the author's head, but a copyright registration gives the author access to federal court and the ability to enforce this protection.

Have you ever said, "Someone should invent that?" That someone could be you! A patent protects inventions that are new, useful, and

(cont. on page 4)

By Jennifer Haralson, A Pause for Paws, Inc.

The biggest lesson from "Keeping Your Secret A Secret" was to have your legal team in place BEFORE you need them. Your business is your biggest investment of money, time, and emotion that you will have besides your home in your whole life, so keep it protected. By having your legal team in place now, you can depend on them for any issues that arise in the future. And speaking of issues in the future...having an attorney to guide you through your contracts and documents, registrations, and applications is a huge BONUS!

Gail Perry, Baylor Evnen Law Firm and WBON Past President, touched on the importance of confidentiality agreements, non-solicitation agreements, non-competes, and employee handbooks. These documents are valid and very useful even in a "free to work" state like Nebraska. If you have your attorney write up these documents, someone who knows your business and how you operate, then you can be protected from an employee stealing clients, ideas, processes, and more. If you wait until after you suspect the stealing, it is often too late and too costly to do anything about it.

Christina Ball, a partner in Perry's firm, along with Shane Thielen, talked to the attentive crowd about copyrights, patents, trademarks, service marks, and how to get them and keep them your own. The most interesting part of this for me was that anything you create, in any medium that you create it, is already copyrighted for you. You can register it to prevent others from making money on it, but you already own it from the time it leaves your brain and gets communicated to someone else. For example, this article is mine. No one else can use this article word for word. It is a "work" of my creative process (not a very good one, admittedly) and therefore owned by me and protected

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Keeping Your Secret A Secret by Mary (cont.)

non-obvious. An invention need not be superior to another method in order for it to be deemed useful. Patentable inventions may include machines, processes, items of manufacture, compositions of matter, and plants. Ideas themselves are not patentable. The owner of a patent can prevent others from making, using, selling, or importing the invention in the United States.

Trademarks, service marks, and trade names all protect works as they are used in commerce. A trademark may be words, symbols, or something that is used to identify the source of goods in commerce. A business acquires rights in a trademark by using the mark consistently in connection with that business's goods. Service marks identify the source of services in commerce and often the words, trademarks, and service marks are used interchangeably. Trademarks belong to the person or business that first used the mark in commerce in a geographical area. Trade names are any names used to identify a business or vocation and refer to the business itself. Trade names are governed by state law; there is no federal system to register trade names.

Trade secrets include any information used in business which the owner takes reasonable steps to keep private. Information that is general knowledge is not considered a trade secret. Trade secrets are not considered intellectual property in the same way as copyrights, patents, or trademarks. Trade secrets would be lost by public disclosure or use. Employees are usually the biggest obstacle to maintaining trade secrets. Employees have a duty to maintain confidential information, but once information becomes public, an employer may have little recourse. Trade secrets are primarily maintained through a non-disclosure agreement.

There is a common misconception that non-compete clauses are not enforceable in Nebraska. This misconception often results in someone signing a non-compete without giving much thought to what they are signing. Sometimes a non-compete is written too broadly and may be successfully challenged, but if it is written properly it is very enforceable.

Jennifer Haralson of A Pause for Paws and Shawn Hamilton, WBON guest and owner of PixiChix, served as examples of two very different businesses

that took steps to protect their intellectual property rights.

Mary Williamson is a financial advisor with Wachovia Securities LLC, formerly A.G. Edwards, where she has worked for over 7 years building and implementing financial strategies, and providing ongoing guidance and direction to her clients.

To learn more, visit her website at www.home.wachoviasecurities.com/mary.williamson or call her at 475-3644.

Keeping Your Secret A Secret by Jennifer (cont.)

by our copyright laws, already in place. If I choose to register this article, it is a small fee and simple application. Patents, on the other hand, are tricky, complex, and the application looked daunting. An attorney would be the best way to go in order to protect your inventions, designs, mixtures, and more. An attorney can also help you after you have submitted your applications. For example, Shawn Hamilton has registered PixiChix for her clothing line, but Mattel, the toy manufacturer, didn't appreciate the similarity to their toy, which is also on clothes, Pixel Chicks. So Christina Ball had to talk up some good arguments for Shawn's whole line of clothing to be considered her own.

In closing, remember that if you prepare for the worst, then Murphy (of Murphy's Law) rarely comes knocking at your door. Have your legal team in place to help you with your legal documentation from conception to completion.

Jennifer Haralson walks dogs and pets cats for a living! Need a pet sitter for your summer vacation? Give her a call at A Pause for Paws, Inc.; 402-420-PETS.

The first documented observance of Memorial Day was in Waterloo, New York on May 5, 1866, to honor those who fought in the Civil War. The day is now to honor those who died during each of the wars in which the United States fought. Typical activities include placing flowers on the graves of soldiers, and many communities have parades as tributes to the soldiers who died.



On June 28, 1968, Public Law 90-363 was passed requiring that Memorial Day, a legal holiday in the United States, would be observed on the last Monday in May beginning in 1971.

Member Profile

Nancy Intermill



Nancy Intermill joined WBON in January. She became an independent distributor of Xango in 2006. She liked the concept of network marketing and loves the time and financial freedom that a home-based business offers. She markets a delicious juice that helps people wake up an hour earlier every morning feeling like a million dollars, and fall asleep at night within 7 minutes of their heads hitting the pillow. Her business helps

consumers deal with debilitating health problems related to inflammation and pain without medications.

Nancy's biggest surprise as a business owner was that she thought she would miss the camaraderie with fellow workers in an office setting. Instead, she loves having the freedom to work when, where, and with whom she pleases, and she's her own boss! She finds plenty of opportunities for camaraderie through networking groups such as WBON.

Her advice to a woman considering starting her own business: "Do it! I find that women baby boomers are experiencing the real double-whammy of age and gender discrimination in the workplace. Being self-employed is the way to deal with that. You can make a great income and even find health insurance being self-employed if you know the right places to look!"

Nancy joined WBON because she likes interacting with like-minded entrepreneurs who are fun and forward thinking. She offers a 50% discount on distributor/membership fee for WBON members who want to be business builders or want to purchase the product at wholesale price when they sign up for monthly ADP.

Welcome to WBON, Nancy!

Upcoming Events

May 21 (Wed.), 2008, 11:30 am-1:00 pm
Icon Award Luncheon (see page 1 for details)
The Knolls, 2201 Old Cheney Road, Lincoln

June 18 (Wed.), 2008, 11:30 am-1:00 pm
Thoughts on Leadership
Presenter: Jennifer Pospichal, Outdoor Recreation Products

The Knolls, 2201 Old Cheney Road, Lincoln
What makes a leader? How do leaders enhance our lives? How do leaders impact their environments? Gain insight about your business from a long-term WBON member and business owner!

July 16 (Wed.), 2008, 11:30 am-1:00 pm
Better Business Communication Etiquette
Presenter: Christy Hutchison, J.D., Peru State College Professor
The Knolls, 2201 Old Cheney Road, Lincoln

July 24 (Thurs.), 2008, 6:00-8:00 pm
WBON Lite - Book Review
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

Welcome, New Members!

Doris Kruse
Mary Kay Cosmetics

Darci Roberts
Woods Bros. Realty

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

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