

Fun Fall Power Lunch

By *Connie Hartig*

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



Our October meeting was fun and full of information on using our websites. Thanks, Paula and Glenda, for shar-

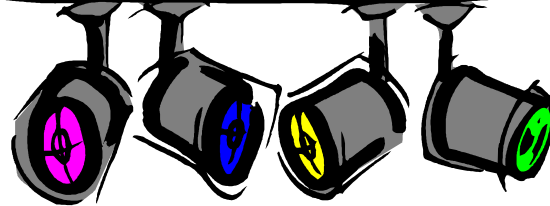
ing your knowledge with a room full of business owners. We have wonderfully talented women among our membership. I left all inspired to update my web page. I always arrive back home in Beatrice with a warm fuzzy feeling. It is so nice to share our experiences with each other. You ladies are a great inspiration.

WBON on Display is coming up on November 13. This is a real must-attend event with members and nonmembers showcasing their businesses. This year we are adding something new: Jan Zoucha, VP Human Resources at Assurity Life Insurance, will be giving a mini-seminar from 6:30 to 7:00 p.m. The title of her presentation is "Pay Raise Requests: Both Sides Now." She will be giving tips on asking for a raise or responding to such a request. There will also be some nice door prizes, as well as a \$250 Spa Package from Five Willows as our Grand Prize. I hope to see everyone there.

Fall is here. I love to add fall to my decorating scheme...bring out those beautiful fall colors, the oranges, reds, browns, and golden yellows. I like to add these colors to every

(cont. on page 2)

WBON in November



Sixth Annual

WBON On Display

Tuesday, November 13, 2007

6:00 - 9:00 pm

HiMark Clubhouse

8901 Augusta Drive, Lincoln

(5 blocks east of 84th Street between Pioneers & Old Cheney)

FREE to the Public

WBON on Display is a business showcase of southeast Nebraska women-owned businesses. Come learn about their businesses, shop for the holidays, socialize with enterprising women, and enjoy hors d'oeuvres and a cash bar in a festive atmosphere.

WBON On Display is sponsored this year by TierOne Bank and Baylor Evnen Law Firm. Door prizes will be drawn throughout the evening, with the Grand Prize being a \$250 Spa Package from Five Willows (must be present to win). New this year is a mini-seminar from 6:30-7:00 p.m. entitled "Pay Raise Requests: Both Sides Now." Jan Zoucha, VP Human Resources with Assurity Life Insurance, will give us tips for asking for a raise or responding to such a request.

See a list of vendors on page 3 of this newsletter. For more information, call the WBON Hotline at **402.434.7926** or visit www.wbon.us.

TierOne[®]
BANK



Fun Fall Power Lunch (cont. from page 1)

room, either in flowers, throws, rugs or pillows. It's fun to add a pumpkin here and there and add some apple and cinnamon spice candles. This will make your home feel warm and ready for the season!

Negotiation Tips for Women

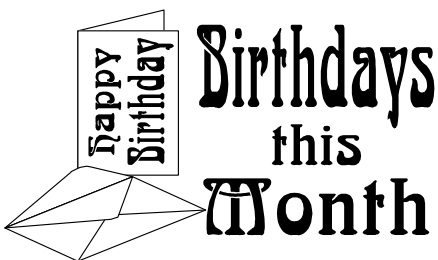
This is the fourth in our series of excerpts from an interview done by Joanna L. Krotz with Deborah Kolb, a professor at the Graduate School of Management at Simmons College in Boston, one of the country's best-known centers for women's business leadership.

Q: What mistakes do small businesses make when negotiating with large companies?

A: Very often, small-business owners fall into the trap of making concessions to parties they perceive as powerful. Let's say you're a consulting firm that offers services to big companies. When they push hard on rate, you figure they have lots of choices. So you say, "I'll do it this one time for the good of the relationship." But they're not thinking about the relationship. They've just trained you to take a lower rate.

There are lots of ways to frame the deal without losing your credibility. You might set up a rate going in and get increases if the work is a success. You can build contingencies into any agreement. Don't low-ball your services.

It helps to plan what I call "moves and turns" — that is, scenarios to keep the process going forward. For example, in trying to get you to lower your rate, the big company may say they have lots of cheaper choices. You can say, "Let's talk about how you might do that." It gets you out of a defensive posture. If they back off, you know it was an idle threat.



Novmeber 8 Sarah Gauger

November 11 Shari Hadley

October meeting review

Your Web Presence

By Mari Lane Gewecke, Lane Gewecke Consulting

Glenda Hinz and Paula Fehringer presented WBON members and guests with strategies to create a powerful web presence. They also provided many handouts!

The presentation began with an overview of websites and how you can use them for your business. Paula noted the critical importance of keeping your website information up to date.

Glenda then discussed web conferencing — an online meeting much like a telephone conference call, but visual and on the computer. For web conferencing, you need a computer with an Internet connection, sound, and preferably a microphone, though sometimes you can text comments and questions.

Next, Paula and Glenda took us well past the basics to, what was for many, a foreign land of RSS feeds, blogs and podcasting:

- RSS feeds send out notifications when new content material is available on a website. To use RSS, you'll need a news reader — a program that provides a real-time interface to the feeds you select.
- A blog (short for weblog) is for people who update content frequently. It also allows for feedback from readers. Just like everything else related to your web presence, it is critical to keep your blog up to date — post at least two or three times per week. Search engine rankings go up when you blog regularly, it is connected to your website, and the posts include key words about your business so the search engine picks it up. CHECK YOUR GRAMMAR AND SPELLING before posting on your blog.
- Podcasting/Vodcasting/Audcasting is audio or video content distributed by RSS feeds. For a podcast related to your business, you should work with a professional to assure a high quality product.

There are a variety of ways to use a web presence to promote your business, and Glenda and Paula provided much food for thought for everyone in attendance.

Mari Lane Gewecke, owner of Lane Gewecke Consulting, provides high touch market research, interviewing your key contacts to help you make better business decisions about the development and marketing of new products or services.

Member Profile

Debby Bartz



Debby Bartz and her husband Dan own Huntington Learning Center. During her 30 years of being a high school counselor/teacher, she often saw students not reach their potential because they lacked basic skills. Poor grades impact the whole family. Huntington helps students reach their fullest potential for a lifetime.

Huntington Learning Center offers diagnostic evaluations in reading and math; individualized tutoring in reading, math, writing, study skills and phonics; ACT/SAT/PSAT prep; and individualized instruction. They help students of all ages build skills, confidence, and motivation to attain better grades.

If she had it to do over again, Debby says she would live in Lincoln for several years before opening a business. The time would have allowed the opportunity to get involved in volunteering, joining a service organization, and discover all the potential journeys that Lincoln offers. For now, she looks at each new day as a new beginning and asks the question, "What can be improved upon to make us better at what we do?"

Debby's advice to a woman thinking about starting her own business: Always focus on exceeding your customer's expectations.

Debby joined WBON this past July. Since she was new to Lincoln, WBON was a perfect match to meet new friends and professional women with similar goals and values. Debby offers a \$75 savings off a diagnostic evaluation for WBON members.

Welcome, New Member!

Sandra Davison

Davisons Gallery Gifts & Custom Framing

Upcoming Events

November 13 (Tues.), 2007, 6:00-9:00 pm

WBON On Display (see list of vendors below)

A showcase of products and services offered by women-owned businesses.

HiMark Clubhouse, 8901 Augusta Drive, Lincoln
(5 blocks east of 84th St. between Pioneers & Old Cheney)

December 19 (Wed.), 2007, 11:30 am-1:00 pm

Giving Back: Charitable Based Involvement

Tammy and her sister organize a gift drive each year for their home town of Porcupine, SD on the Pine Ridge Indian Reservation. The effort not only benefits their community, but allows the sisters to give back. Learn the history of the drive, who it serves, how Tammy utilizes her business to benefit the gift drive, and how it affects her business goals.

Presenter: Tammy Eagle Bull of Encompass Architects

The Knolls, 2201 Old Cheney Rd., Lincoln

January 16 (Wed.), 2008, 3:00-6:00 pm

Building Your Business: Tools for Creating a Competitive Edge

Mark your calendar now for an afternoon filled with innovative ideas for women business owners, from the entrepreneur to the experienced. You will have the opportunity to choose three workshops presented by experienced business people who will share their knowledge on which tools to place in YOUR tool belt.

Presenters: TBA

Location: TBA



WBON On Display Vendors Include:

A Pause For Paws, A Sound Impression, A.G. Edwards, AlterEgo, Arbonne International, AroundLancasterCounty.com, Beijo Bags, Beyond Illusion, Davison's Gallery, Desktop Ergonomics, Dr. Diva, Hadley Family Dentistry, Huntington Learning Center, Kenyon Coaching, Lincoln Life Coaching Center, Pampered Chef, Paw Prints, Premier Designs, R.U. Nuts, Shelter Insurance, So-Oh Fine Art, Tastefully Simple, The Entrepreneur Navigator, Waddell & Reed, Weekenders/MLG Photography, Yoga Life and Health, and MORE!
Visit www.wbon.us for an up-to-date listing.

2007/2008 Board

President, **Connie Hartig** 228-3041
Vice President, **Phyllis Webb** 327-9998
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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 website: www.wbon.us

developed and maintained by blueship.com

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

