



Happy New Year!

By Phyllis Webb, CFP®
Senior Financial Advisor, Waddell & Reed
and WBON Past President



Okay, it's not even that close to January; however, it is the beginning of a new year for WBON. As I reflect upon my recent, yet brief, term as your President, I am reminded of my favorite poem:

First Fig

My candle burns at both ends;
It will not last the night,
But ah, my foes, and oh, my
friends—

It gives a lovely light!

--Edna St. Vincent Millay

As women business owners, spouses, parents, friends, and/or whatever other roles we might serve in our lives, I know we at times feel we are "burning our candle at both ends." However, I cannot stress enough, what a "lovely light" I have witnessed among our group. I look forward to our networking and the continued sharing of our individual and collective "lovely lights."

In my final article as WBON President I want to thank the Board and membership for your participation and support during my service. I look forward to the capable leadership of our new Board and encourage you to become as involved as you choose to be. Here's to another great year of programs!

WBON in October

Do Your "Conclusions" Bring Out the Best in You?

Presented by Deb Savage, Lincoln Life Coaching Center

Wednesday, October 15, 2008

11:30 am - 1:00 pm

(Reservations required by noon, Friday, October 10)

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)

Deb will help us take a look at your current conclusions and decide if they are helpful or not. If not, what can you do about it?

You will learn:

- How you gather evidence to support your conclusions
- How you behave based on your conclusions
- How others act around you based on your conclusions

Deb Savage, Accredited Certified Coach, has been coaching since 2006. She is co-owner of the Lincoln Life Coaching Center, a member of the International Coaching Federation, and the Heartland Coaching Chapter. She is passionate about coaching professionals to bring out their personal best.

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, October 10** (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!

Practical Aromatherapy

By Elaine Warren, Entrepreneur Navigator

Aroma: Smell; Therapy: Treatment.

On September 17, we had the perfect person to address both sides of the term with Ann Wooledge, owner/formulator of Wingsets Aromatherapy. Ann's other credentials include Certified Clinical Aromatherapy Practitioner and Critical Care Registered Nurse.

Ann led us through the:

- history of aromatherapy from at least 2800 B.C. to the present
- chemistry of essential oils including their small molecule size that lets them pass through the skin and the fact that some need to be mixed with a carrier oil
- properties of essential oils such as antibiotic, antiviral, analgesic, sedative, and antioxidant

Ann gave us information on how we can use essential oils to treat conditions like rosecea and arthritis. One use that generated the interest of those of us who have "reached an age" was Geranium to help increase our concentration, attention span, and ability to remember.

We cannot only help ourselves be healthier by using essential oils but we can reduce our negative reaction to people who are "bugging" us by reducing our own stress. There are choices depending on whether there is only stress, or also anger or depression.

Sometimes those bugging us are not fellow humans. Essential oils are great at killing bacteria and offending the noses of unwanted creatures such as mice, making them flee.

Ann stressed the need for organic products purchased through aromatherapists. Each oil is produced from one or more parts of a plant. Many plants are needed to create the concentrated oil and if there are pesticides, they become concentrated in the oil, too.

An aromatherapist like Ann can work with you to determine the best oil or combination of oils to solve whatever is bugging you. She can tell you the best way to administer each oil, from direct and indirect inhalation, to topical or oral application. Essential oils can be very potent and Ann can tell you the precautions to use with each one.

Ann provided a great handout with detailed information based on her presentation, "10 Tips for Using Essential Oils in the Home," and "Where are They Hiding – Those Nasty Germs!?" More information is on her web site at www.wingsets.com.

Elaine Warren owns the Entrepreneur Navigator, working with start-up and growing businesses to chart a profitable course through strategic planning, practical goals and milestones, consultation and training.
www.entrepreneurnavigator.com

A New Season...

By Glenda Hinz

Partner, AroundLancasterCounty.com;
Owner, HINZtime Virtual Assistance;
and WBON President



Fall is my favorite season. I love the crispness in the air, the changing colors, chrysanthemums in bloom, picking apples and baking pies and apple crisp, hayrack rides, pumpkin patches, and corn mazes. Plus, it's the time of year that I rejuvenate myself and my business by renewing my WBON membership.

Welcome back to all of our renewing members, and a big welcome to our new members. Once again, our membership spans a wide array of businesses. The Membership Directory will be distributed at the October meeting and includes photos so you'll easily be able to put a name with a face.

Your Board has been working hard to line up pertinent, educational programs for this year. Next month you'll see changes to the newsletter. And we're always looking for new benefits to offer to you, the members.

I look forward to seeing you at the October 15 meeting. Deb Savage has lots of good information for us. In the meantime, take time to enjoy this time of year!



October 3: Connie Nissen

October 23: Ann Wooledge

Calendar of Events 2008/2009

Mark these dates on your calendar now and plan to join us!
Monthly luncheon meetings feature a planned speaker and are held the
third Wednesday of each month from 11:30 am-1:00 pm.

October 15 (Wed.), 2008, 11:30 am-1:00 pm

Do Your "Conclusions" Bring Out the Best in You?

Presenter: **Deb Savage** of Lincoln Life Coaching Center

A fun look at some of your conclusions and how those conclusions are most likely not beneficial to you.

The Knolls, 2201 Old Cheney Road, Lincoln

November 13 (Thurs.), 2008

WBON Lite

Topic, Time and Location TBA

November 19 (Wed.), 2008, 11:30 am-1:00 pm

Juggling the Roles in Your Life

Presenter: **Jennifer Englehaupt**, MA

Women juggle many roles in 24 hours and determining which role takes priority is the key to a balanced life. Walk away with proven techniques and strategies on successfully juggling your roles in life.

The Knolls, 2201 Old Cheney Road, Lincoln

December 17 (Wed.), 2008, 11:30 am-1:00 pm

What's Your Gift? Discovering Our Inner Talents

Presenter: **Gina Larson** of Fall River Consultants/Coaching

Join this hands-on creative presentation that will assist you in identifying your inner talents and ways to honor them in your life.

The Knolls, 2201 Old Cheney Road, Lincoln

January 21 (Wed.), 2009

Marketing Workshop

This workshop will have two break-out sessions:

Finding Your Target Audience and Hot Marketing Tips

Time and Location TBA

February 18 (Wed.), 2009, 11:30 am-1:00 pm

Business Ethics

Presenter: **Nanci Francis** of Winter Chores

What are business ethics? Join Nanci as she guides us through the steps in growing ethical behavior in the workplace.

The Knolls, 2201 Old Cheney Road, Lincoln

March 18 (Wed.), 2009, 11:30 am-1:00 pm

Communication and Credibility: What's the Connection?

Presenter: TBA

The Knolls, 2201 Old Cheney Road, Lincoln

April 15 (Wed.), 2009, 11:30 am-1:00 pm

Emotional Intelligence

Presenter: **Anne Muth** of The InSight Program

The Knolls, 2201 Old Cheney Road, Lincoln

April ??, 2009

WBON Lite: Business Ethics Discussion

Date, Time and Location TBA

May 20 (Wed.), 2009, 11:30 am-1:00 pm

What's In Your Wallet? Making Your Money Work for You

Presenter: TBA

The Knolls, 2201 Old Cheney Road, Lincoln

June 17 (Wed.), 2009, 11:30 am-1:00 pm

Powerful Women in Business

Presenter: TBA

The Knolls, 2201 Old Cheney Road, Lincoln

June ??, 2009

WBON Lite: Wine Tasting Class w/Spouses

Date, Time and Location TBA

July 15 (Wed.), 2009, 11:30 am-1:00 pm

Are You Ready for a Coach?

Presenter: **Lori Botz** of Coach 2 Win

The Knolls, 2201 Old Cheney Road, Lincoln

August 19 (Wed.), 2009, 11:30 am-1:00 pm

He Said, She Said: Gender Communication

Presenter: TBA

The Knolls, 2201 Old Cheney Road, Lincoln

September 16 (Wed.), 2009, 11:30 am-1:00 pm

Generational Differences in the Workplace

Presenter: TBA

The Knolls, 2201 Old Cheney Road, Lincoln

New Member Profiles

Mary Jo Cassner

Mary Jo was at a pastor's conference and someone there told her about LearningRx and how it helped her son. She kept bugging Mary Jo and telling her how she needed to start her own LearningRx. (Mary Jo had taught for 15 years and directed an academic learning center.) When she did the research, she was truly impressed. A church group donated the capital for her to get started, and here she is, 6 years later with 30+ trainers and reaching hundreds of students!



LearningRx trains the brain. That is, they get to the cause of learning or reading difficulties by pinpointing cognitive weaknesses. Then with intense one-to-one training, they can guarantee 2 to 3 years' improvement in only months. They strengthen mental skills to improve academic, learning, and work performance.

Mary Jo joined WBON to be involved with other women business owners, to share ideas, and have a support system with similar challenges and successes. You've come to the right place!

A special offer Mary Jo has for WBON members is free cognitive skills testing for one family member. The Woodcock-Johnson Testing is typically \$149 at their office and valued at over \$1,000 at cognitive psychologists' offices.

Mary Jo's biggest "surprise" as a business owner is that people do the darndest things. Her biggest discovery is that you work very, very, very hard for the money. So hard for it, honey. (Does she sound like Donna Summer?)

If she had to do it again, she would get a professional talent search when hiring administration.

Her advice for a woman starting her own business? The cost for hiring, training, then turnover of staff warrants getting a professional company to filter your search for administration. Roll with the punches, and remember that life is an adventure...enjoy the ride!

Welcome to WBON, Mary Jo!

Sellenee Sich

Sellenee joined WBON last month because she sincerely enjoys the networking and companionship of the members. In addition, she has learned a great deal from the speakers each month.

She founded Director Support Services in July 2006 motivated by divine intervention and the need to pay bills. She provides customized support services for professional direct sales consultants. Services include company-specific customer marketing material, training and recognition for sales teams, retreat and event planning, mass mailings and contact management. You'll enjoy a less stressful life with her dependable, affordable, high-quality support. Sellenee offers 30% off the first month services for WBON members.

If she had to do it all over again, she would build her business plan before starting or within the first 6 months of doing business. Her advice for a woman considering starting her own business? Get connected and build a support group right away. Also, you can never know too much about Human Resources.

Welcome to WBON, Sellenee!



Welcome, New Members!

Lucinda Faunce

Personality Portraits

Harriet Gould

Pine Crest Farms Bed & Breakfast

Connie Nissen

Artistry / Nutrilite

Deb Savage

Lincoln Life Coaching Center

Susan Stalder

Stalder NETwork

New Member Profile

Lucinda Faunce

Lucinda Faunce founded Personality Portraits by Lucinda in August 2006. She wanted to give customers an opportunity to have quality images at an affordable price, along with the freedom to print their own selections. She provides affordable and flexible photography for today's lifestyle. Her photography is supplied copyright free so that you can use the images for anything digital or print. She supplies the creative photographs but the final product is up to the client.

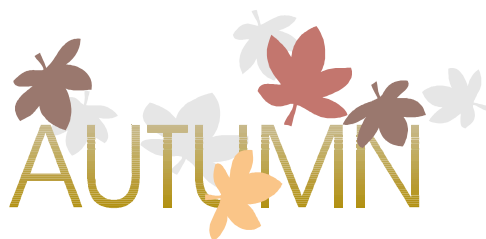


When asked what she would do differently if she had to do it again, Lucinda said "I am still learning every day. I have a small business that I need to be able to adapt to change with each client's needs. I would have joined WBON earlier to reduce the amount of time spent learning how to run a business."

Her advice for a woman considering starting her own business: "I would advise them to start small and test the market. Learn your craft well and supply a quality product; word of mouth is a very strong marketing tool."

Lucinda joined WBON because she likes the idea of belonging to a group of business owners who have experienced similar challenges and then come together as a strong network. She offers WBON members a free photo collage with a photo session.

Welcome to WBON, Lucinda!



New Resource on www.wbon.us

By Paula Fehringer, blueship.com and
WBON Communications Chair

You may have noticed a new button, called "Member Articles," on the main menu of the web site. Any registered member can submit articles to the web site. All you have to do is log in and click "Submit News."

Yes, there's a catch. We want genuine information, not sales or specials. It is a benefit to you to provide good information as these articles can be read by all visitors as well. I would suggest you put a copyright statement on the bottom and link it back to your web site also. Here is one I use a lot:

This article may be re-published in it's entirety, as long as the following information remains intact:

Paula is located at www.blueship.com and specializes in web site design and hosting solutions. Her focus is helping small businesses obtain a unique presence on the Internet without the unique prices. She provides technological and internet marketing consultations to help small businesses leverage their time and money.

Paula has recently partnered with Glenda Hinz to form AzureVantage, LLC, www.azurevantage.com, a Virtual Business Information Network where business owners can find and share information to help them begin, grow, and sustain their business.

I would also like to spotlight member articles in the newsletter for even greater coverage. Please feel free to add your information to the web site. Make it the resource it is meant to be!

Upcoming Events

October 15 (Wed.), 2008, 11:30 am-1:00 pm
Do Your "Conclusions" Bring Out the Best in You? presented by Deb Savage of Lincoln Life Coaching Center
See page 1 for details.
The Knolls, 2201 Old Cheney Road, Lincoln

November 5 (Wed.), 2008, 12:00-1:00pm
WBON Board Meeting
Cornhusker Bank, 34th & Old Cheney, Lincoln
WBON Board meetings are open to any WBON member who wishes to attend.

2008/2009 Board

President, **Glenda Hinz** 438-2253
Vice President, **Elaine Warren** 328-8914
Secretary, **Martha Dennis** 489-6345
Treasurer, **Nanci Francis** 423-2066
Membership, **Ann Woledge** 489-1885
Programming, **Gina Larson** 416-8714
Communications, **Paula Fehringer** ... 797-7782
Past President, **Phyllis Webb** 327-9998

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.



**Tammy
Eagle Bull**

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