

## A Fond Farewell...

*By Gail S. Perry  
 Partner, Baylor Ewen  
 and WBON Past President*



I have enjoyed my presidential year and the great creativity and flexibility of the WBON Board. I

thank them all. I am going to love the next year too with the great programming, energetic Board, and PRESIDENT CONNIE HARTIG! If you saw her full resume you would faint. There is nothing she can't organize and whip into shape, yet she exudes kindness and goodwill. She's a hostess and a closer rolled into one. I salute the start of another WBON year of good friends, good ideas, and good business.

## ...And a Warm Welcome

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

Thank you, Gail, for your kind words. I salute you for your great leadership this past year. I have



enjoyed your outgoing, positive energy. You are a wonderful mentor and supporter of WBON. I am looking forward to the upcoming year. Kathy Koch has great programs planned for us this year. She is just the topping on the cake for

*(cont. on page 2)*

## WBON in September

### Sell, Sell, Sell! Three Keys to Success from Women in the Know



**Wednesday, September 19, 2007  
 11:30 am - 1:00 pm**

(Reservations required by noon, Friday, September 14)

**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)**

No matter what your business or position, in the end, your results come from making a sale. It may be of yourself and your abilities, or your product, or your services, but everyone can benefit from learning more about this key business skill. Independent Consultants **Xuan Nguyen** of Let's Do Tea; **Rachel Taylor** of Arbonne; and **Doris Kruse** of Mary Kay will share their secrets about first impressions and personal presentation, product knowledge, and building client rapport. Make the last quarter of 2007 your best with the ideas you'll take home from our September meeting!

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at [www.wbon.us](http://www.wbon.us) by noon on **Friday, September 14** (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!

...And a Warm Welcome (cont. from page 1)

our organization. Her knowledge and spirit are so refreshing. Phyllis Webb, our Vice President...well, ladies, we will never have a dull moment. Her experiences will guide us through anything.

WOW to our new Secretary Mari Lane Gewecke and Treasurer Dawn Liphardt...you will be a great asset to us all. Ladies, we've got it all...we will have another fantastic year. So, bring a friend. Let her know our little secret of networking, and she will gain our spirit. Paula, what a lady...thank you for your very valuable and personal input for me this week.

We have great behind-the-scenes support with Paula Fehringer, Jennifer Haralson, Glenda Hinz, and Tammy Eagle Bull. Their business attitude, success, and unconditional support for all of us is just plain outstanding.

Our WBON Lite at James Arthur Vineyards was a totally awesome networking opportunity. I met some outstanding business owners. I hope they will all join us this year. I want to hear more about their businesses and their ideas. In fact, I want to hear all your success stories, experiences, your expertise in business, and struggles you had to go through. How can we at WBON help you? Just jump in and enjoy the fellowship of our great "Women Business Owners." We can all dream and grow.

*Somehow I can't believe that there are any heights that can't be scaled by a [wo]man who knows the secret of making dreams come true. This special secret, it seems to me, can be summarized in four C's. They are Curiosity, Confidence, Courage, and Constancy and the greatest of these is Confidence. When you believe in a thing, believe it all the way, implicitly and unquestionable.~Walt Disney*

Don't let other people's limited perceptions define you. Take your power and make your dreams come true.

## August meeting review

### Speed Networking

By Jennifer Haralson, A Pause for Paws, Inc.

Ready, Set, Go! Talk all you can in 2 minutes about your business and your best business building idea....Now get ready to listen for 6 minutes from three other people about the same thing. Take notes! Learn lots! Share some more! Now, do it seven times in a row!



*Speed networking in action.*

Does this sound like work or fun? Well, you probably wouldn't have been able to tell the difference at this month's WBON meeting. We had an excellent setting for chatting, eating, and drinking at James Arthur Vineyards. It was a hot evening...great for cool wine and air-conditioned accommodations.

I met 10 new women and talked with 14 WBON members who were all full of information to share. Women from all different types of businesses came out to meet other women and speed through what each can do to propel her business to the next level. I met businesswomen who work in massage therapy, consultations, motivational speaking, jewelry sales, and nutrition supplement sales. All had wonderful ideas that I could take away and "tweak" to fit pet sitting! Isn't it amazing how diverse we are, but the bottom line is that we can learn from each other?

The business building idea that I shared was to surround yourself with positive and motivated people, who will build you up and who can be excited about your successes. I also heard ideas from others who boasted networking was the way to go. WBON fits both of those nicely (just in time for membership renewals!).

*Jennifer is the President of A Pause for Paws, Inc. and the VP of Membership for WBON. If you find that you have a busy day away from the home-office, please let her give your dog a break with a mid-day dog walk. Call 402-420-PETS.*

## Negotiation Tips for Women

*This is the second 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:** Is there a difference in the way women and men negotiate?

**A:** There's research to show that when men and women have the same access to data, they are equally adept at negotiating. In other words, it's not a sex-based trait. But when information is ambiguous or it's a new situation, women tend to [experience] "aspirational collapse." That is, in the face of no, women are more likely to say OK. They give in more readily.

Women are relatively new to owning businesses and may not be so sure how to run things. Men tend to have better networks and access to mentors, which gives them more comparative information. That allows men to hold out for what they know are appropriate positions, say, about compensation.

That's why it's important for women entrepreneurs to join coaching groups or peer associations. They need to talk to people like themselves.

### **NOW'S THE TIME TO JOIN OR RENEW YOUR MEMBERSHIP!!**

#### **WBON's 2007/2008 Program Year Began September 1**

##### **Your WBON membership affords you....**

- Opportunities for personal and professional growth
- Discounted meeting fees/WBON on Display booth fees
- Participation in WBON Lites (luncheons, book reviews, golf outings)
- Membership directory
- Discounts and special offers at member businesses
- Access to the members-only section of our website

##### **New Members**

Annual membership dues... \$120.00

One-time administrative fee... \$ 25.00

An entire year for only... \$145.00

*(Dues are prorated at \$10/month to the start of our annual year, September 1)*

##### **Renewing Members**

Annual membership dues... \$120.00

## Upcoming Events

**September 13 (Thurs.), 2007, 5:00 pm-??**

### **WBON LITE - Golf Scramble**

*Bring your husbands, friends, colleagues, business contacts, or anyone who loves the game to our first-ever WBON Golf Scramble! We'll have pin prizes and a social hour at 6:30 pm for non-golfers. Register by September 6 to 434-7926 or [glhinz@alltel.net](mailto:glhinz@alltel.net).*

Wilderness Ridge Executive Golf Course  
1800 Wilderness Woods Place, Lincoln

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

### **Sell, Sell, Sell! Three Keys to Success from Women in the Know**

*Three of our WBON members—Xuan Nguyen of Let's Do Tea, Rachel Taylor of Arbonne International, and Doris Kruse of Mary Kay Cosmetics—will teach us how to be successful in selling ourselves and our products.*

The Knolls, 2201 Old Cheney Rd., Lincoln

**October 17 (Wed.), 2007, 11:30 am-1:00 pm**

### **Your Web Presence**

*Blogging, podcasting, videocasting, web conferencing...what does it mean, how does it work, and how does it affect your business?*

Presenters: Paula Fehringer of blueship.com and  
Glenda Hinz of HINZtime

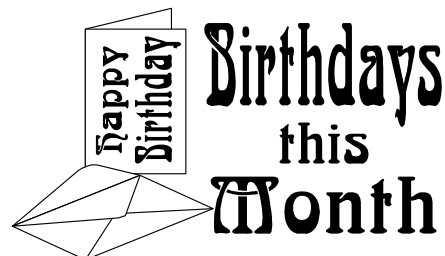
The Knolls, 2201 Old Cheney Rd., Lincoln

**November 8 (Thurs.), 2007, 6:00-9:00 pm**

### **WBON On Display**

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

Hi Mark Banquet Facility, 8901 Augusta Drive,  
Lincoln



**September 8** Joyce Schmeackle

**September 26** Jennifer Brinkman

**September 28** Nanci Francis

## 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 website: [www.wbon.us](http://www.wbon.us)

developed and maintained by blueship.com

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

