



Women's Entrepreneurial Network

NEWSLETTER

July 2010

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- 8/26 - Findlay Networking

LETTER FROM THE PRESIDENT

Dear fellow WEN members,
Happy 4th of July! It's so nice when the holiday falls on a Sunday, that way Monday the 5th will feel like Monday. You know what I mean, right?

Anyway, if you haven't yet visited the new WEN website, I encourage you to take a look! Go to www.wen-usa.com. I look forward to your feedback, comments, and suggestions. Please send them to president@wen-usa.com.

You know, one of the many things I like about WEN is the effort by our members to help each other with growing our business, or helping each other connect with someone who can help and the fact that we schedule one-to-ones to learn more about each other's business. I talked with a member after the WEN West meeting who said she was so excited to call the gentleman whose card she received during the business card passing part of the meeting. It was his first time at the meeting. I'm looking forward to hearing about their one-to-one.

Do you have any specific needs to grow your business? We're listening...

Linda Everhardt-Kardux
President, WEN
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Be a part of the WEN newsletter!

Send us your announcements, events, and article submissions for the August newsletter by August 15. July's theme is Community Simple Networking. Tell us how you network when time is limited, or how you network with anyone, anywhere. Share your tips on making networking simple and easy. Send your article, horntooting, sales and event submissions to ginasares@gmail.com. For more information about writing for the newsletter, visit www.wen-usa.com.

TRAINING CENTER

The Marketing Roundtable on Thursday, July 1 at 9:30 AM.

Have you ever thought about using billboards to promote your business? **Sue Stevenson and WEN Member Yvonne Godwin from Lamar Outdoor will be filling us in on the benefits and**

Quick Links

About WEN
Calendar of Events
Training Seminars
WEN Leadership

Your Newsletter Team

Editor - Gina Sares
Reporters - Jennifer Alford, Rebecca Booth, Linda Bowyer, Pat DeCesare, Linda Fayerweather, Beth Millier, Charlene F. Napierala, Tami Norris, Debby Peters and Dee Speegle.

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Changing Lanes LLC
Creative Financial Partners
Directions Credit Union
Edward Jones, Lori

costs of using billboards for marketing your business. Feel free to bring your laptop as Nedleys has a wireless system. Join your fellow WEN members at 9:30am at Nedleys Ice Cream and Coffee Cafe, 200 East South Boundary Street, Perrysburg (the sign on Nedley's says HERSHEY'S). Nedley's owner and WEN member, Ellen Wisniewski, will open up the Cafe for us early - there is no charge (unless you want to buy a special treat!). In these trying economic times, marketing is especially important, so come and chat with other WEN members. WEN members who specialize in marketing and advertising are welcome to attend.

Any questions?

Call Linda Bowyer, WEN Training Director (419) 276-0664

Question of the Month: How has a focus on community service helped your business?

I volunteer on a number of committee and boards in an effort to give back to the community. Working for a credit union enables me to pass on our philosophy of "people helping people." My credit union works hard to get out into the community to offer financial education to students. We take great pride in teaching kids (and adults) on how to effectively manage their money, watch out for the scams, and make sound budget decisions. I do the same for business owners.

I love helping them and don't think about asking for anything in return. I believe my good deeds will be rewarded somewhere on down the road when I least expect it. Next time they need a business loan, I hope they will think of me. I have fun doing what I am doing and I meet a lot of wonderful people! --**Pat DeCesare, Directions Credit Union**

I had a great experience volunteering for Junior Achievement this spring at the local elementary school. I told the kids that making money is a noble cause and there's nothing wrong with doing things that helps your business at the same time as helping others. I made 100 new little friends and had a ball. Call J.A. to volunteer for a class this fall! --**Ellen Wisniewski, Nedley's Ice Cream & Coffee**

Right from the beginning, Certified Networker of Ohio, has given a check to the favorite charity of the student chosen MVP from each class. We also had a big charitable event when I was a contributing author to Master of Sales. So in the last 8 + years we have given almost \$7,000 to various local charities. How has it helped us? Well, at least those organizations have heard our name at least once, but I don't do it for me, I do it to contribute to the community and help to make it more successful in just a very small way. --**Debby Peters, Certified Networker of Ohio, Ltd.**

I started Purselove.com in April 2007. As a single mom with Purselove.com as my only income, I was unsatisfied with my ability to give back financially to the community and various charities. However, I found a way to give back to the community via my business. I donate merchandise to many charity events and auctions in our community. The past two years I have donated over 140 purses, as well as other merchandise, to Charity auctions and

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raffles. In addition, I am invited to set up sales at many non-profit events and in turn donate 20% of the sales back to the organization. This ends up being a "win win" for the non-profit as well as Purselove.com! --**Nancy Linker, Purselove.com**

The Three Ts of Giving: Time, Talent, and Treasure

The act of giving fills your heart, changes the lives of others, and gives you pure abundance on so many levels. Here are three areas where you can give in your life:

Time

Giving your time does not mean you need to ladle soup at the homeless shelter, even though that is a wonderful way to give your time. Giving your time can be as simple as volunteering anywhere - spending time visiting a person that usually does not have visitors or helping somebody move.

After you've given your time, something happens - that small portion of time that you gave changes how you view the time you have and fills your heart with gratitude.

Talent

You'll be surprised to learn how talented you are when you begin to give your talent to others. Can you help a family in need find a job, improve their resume, or prepare for an interview? Maybe you have a knack for decorating a room, or perhaps you have the ability to tell a story. Give your talent, share it. Stand proud and tall and let the whole world see your talent!

Treasure

It may seem that you do not have enough money or possessions to give, but remember that the smallest gifts often make the biggest difference. After you give even the smallest portion, you grow to appreciate that which you have. You learn that you are rich, that you have abundance, and that you are truly, truly grateful for all that you have.

The gifts you give, no matter the size, have a powerful ripple effect throughout the community. Please don't concern yourself with the size of the gift, nor the significance of the gift. It is the act of giving that not only changes your life, but touches so many others in dramatic and powerful ways. --**Marilyn Fox, The Mazie Foundation**

Did You Know? WEN Website Features

The WEN website has some new features that us can use as a member.

First - find your user id and password. If you have lost these, just go on the website and look to sign on and then you will see "Forgot your User Id and Password?" Just follow the directions and shortly you will get a new user id and password.

Second - Sign in to the WEN Website as a member. Now you can change your profile but more important, you can add your upcoming events! This will appear (after approval) on the home page left hand side in the calendar and then the details will be on the calendar page. Remember - the title is all that will be listed on the home page - so make it special. Approval is usually happening in 2 business days. Go head - let us know what you are doing.

Horn Tooting

What is happening with WEN Members

Coaches Ernest Lewis and Rachel Hobson were featured in the June 10, 2010 issue of The Maumee Mirror for their Empowered2Run running camp. If you missed it, look under the "Guide to Good Health" archives at: www.themirrornewspaper.com.

WEN Member Events

Rebecca Jaessing of Clara J's at 219 hosts their annual Tent Sale, **July 22 through 24**. The annual "Christmas in July" features miscellaneous end-of-season merchandise and other fabulous "stuff" from the garage. New, vintage and fabulous finds! 10 a.m. - 5 p.m., Thursday and Friday, 10 a.m. - 1 p.m. Saturday. Lunch available with a daily special. Cash and check only.

You may know her best as a Marketing Goddess for **Imagine That**; however, **Rebecca Booth** is an award-winning fine artist as well. On **July 31, 2010** the **Toledo Humane Society** will unveil a special collection of Booth's pastel paintings as a fund-raiser for the organization. Twelve paintings and a set of signed limited-edition prints will be available for sale. Each painting in the fund-raiser is a portrait of a cat or dog, including George the infamous cat that the Humane Society keeps as their mascot. **The event will take place from 10-4 at Laura's Framing Place, Parkway Plaza, Maumee.** Humane Society animals will be available for adoption from Noon-4 pm in front of the building. Donations and sales of the prints will continue online through the Humane Society's website. Rebecca will continue to post new pieces to the collection in hopes that the giving never stops. Prints sell for \$35 with \$25 of each print benefiting the Toledo Humane Society. The other \$10 goes toward defraying the costs of printing, shipping and handling along with sales tax. A portion of any sale of an original piece of artwork will also be donated to the group as well.

Supper Supers hosts its **'Tini Martini and Food Sampling on July 15**. For \$15, guests receive food samples, a braided bread demo, a martini sampling and can make and take a regular 3-serving entrée. Then, it's **Margarita and Massage Night for new customers or current customers with a guest on July 19**. \$15 includes food samples, a braided bread demo, a complimentary Margarita and a 5-minute chair massage. Plus, take 3 serving entrees home and additional discounts on extra purchases! Due to limited space, pay later is not an option for these event. Please pay online, call us at 419-872-MEAL (6325) or stop-in to pay.

Tami Norris, Custom Training Solutions, announces that they have several programs in July designed for businesses with limited IT budgets. **On July 13 they will have a class in Perrysburg on how to create a blog, on July 29 they will host a webinar called "Twitter: I Just Don't Get It" and on July 30 they will have a program in Toledo called "Go Google"** which will focus on the many business applications available from Google. For more information on pricing and to register visit www.trainwithcts.com or contact Amy at 419-530-3307.

Linda Fayerweather of Changing Lanes LLC and Todd Pillars are presenting "**Just Like Them**" a marketing educational seminar to help your business travel the social media tools and what marketing in the 21th Century is like. The workshop will be repeated 4 times in July to give small groups a chance to really get to know each other. **July 8 1-4pm OR July 14th 9-Noon OR July 20 1-4PM OR July 28 1-4pm.** All will be at Dannberry Real Estate Conference Room at 3555 Briarfield. Registration and details are at <http://justlikethem.eventbrite.com>

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