

Featured Speaker Lorna Whiteaker, Chapter Chair for SLO SCORE



Speaker Lorna Whiteaker shared business information that is provided by S.C.O.R.E.



SBWN Member Peggy Zatt enjoyed September's luncheon.



Events Director Paula Ufferheide (r.) along with President Gila Zak updated members and guests about the upcoming Holiday Dinner & Benefit



Welcome new member Kelley O'Neill.

Photos by Rosa Metzler

SEPTEMBER LUNCHEON MEETING.....	cover	OCTOBER LUNCHEON MEETING INFO.....	3
BIRTHDAY GIRLS.....	2	NETWORKER IN THE NEWS.....	4
ANNOUNCEMENTS.....	3	TOP MARKETING TRENDS OF 2014.....	4

Mission Statement

Professional business women promoting one another to achieve professional and personal goals. SBWN meets each month and offers its members valuable networking time with other businesswomen and informative presentations from a variety of speakers on topics relevant to business and the goals of businesswomen. In addition, we provide financial support and assistance to Women's Shelter Program of San Luis Obispo County and award a Cuesta College Scholarship to female adult re-entry students.

SBWN 2014-2015 Coming Events

OCTOBER

Luncheon
Tuesday, 7th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

Annie Keohane
Vegan Chef

Board Meeting

Tuesday, 14th @ 8:30am
Quantum Waves
2280 Sunset, #D, LO

NOVEMBER

Luncheon
Tuesday, 4th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

Scholarship Recipient(s)

Board Meeting

Tuesday, 11th @ 8:30am
Christine Womack's
1620 9th Street, LO

Adopt-a-Poll

Tuesday, 4th
St. Elizabeth Ann Seton

DECEMBER

Holiday Dinner & Benefit

Sunday, 7th @ 6:00 pm
Windows on the Water
699 Embarcadero #7
Morro Bay

Board Meeting

Tuesday, 10th @ 8:30 am
Paulla Ufferhiede's
313 Harvey Street
Cambria



A Message to Our Members

Hello everyone,

Well here we are into the first days of Autumn. With the change of seasons comes plans for our end of the year events. One of them being working an Adopt-a-Poll for the November election. Please check your schedules to help us man the polls. This opportunity helps raise \$500+ for our organization.

Plans have begun on the Annual Holiday Dinner & Benefit. Enclosed in this newsletter you will find our donation guidelines, so please look them over and donation forms will be available at our next luncheon. We encourage each member to make or solicit one donation item. Even the simplest items can be put together to

create great gift packages. This year's holiday event will feature a "1940's" theme, playing off Pearl Harbor Day, war bonds, USO and big bands. Along with holding the event on a Sunday, we plan on having small "big band" for dancing between part 1 and 2 of the raffle. There will be a special "member only" get-away raffle which you will need to be present to win.

Next month Event Director Paulla Ufferheide will provide us with more details. Start planning your 1940's finery!

– Dawn Rodden
Marketing Director

Featured Speaker Annie Keohane, Vegan Chef

On Tuesday, October 7, 2014, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon. Featured speaker in October will be Vegan Chef, Annie Keohane.

SBWN is a non-profit organization open to all women on all job levels and in every occupation that wishes to share ideas, build friendships, and exchange support needed for personal and professional growth. The meeting fee, which includes informative speakers, beautiful venue, networking and lunch, is \$16 for members and \$20 for guests. For required guests reservations and member cancellations please visit our website at www.sbwn.org or email us at info@sbwn.org no later than 12 noon the Friday prior to the meeting.

MEMBERS have either a standing or absentee reservation for lunch.

Member cancellations or guest reservations are required by 12:00 P.M. the Friday prior to the day of the meeting.

Book your reservation online at www.sbwn.org or email info@sbwn.org

How to Join & Member Benefits

Our general membership luncheon meetings are held on the first Tuesday of each month at 12 noon. There is a \$16 meeting fee for members; \$20 for non-members and guests. (Annual membership dues are \$45). Non-members are welcome to attend two luncheon meetings – then we hope you will join us as a member. Online membership applications available at www.sbwn.org or email info@sbwn.org to request a membership brochure.

- Networking, Business Contacts & Referrals
- Friendship & Mentoring
- Education & Community Outreach
- Increased Visibility for Your Business
- Leadership Opportunities
- Monthly Meetings/Newsletter
- Membership Directory
- Group member of the Los Osos/Baywood Park Chamber of Commerce

**We had 21 Members & Guests
at Our September Luncheon
Welcome New Member
Kelley O'Neill
We Are 36 Members Strong**

ANNOUNCEMENTS!!!!!!

• **HOLIDAY DINNER & BENEFIT** is only a month and a half away, SUNDAY, December 7th and will once again be held at Windows on the Water. The Board is asking members to possibly donate just one item or ask your favorite business for a HOLIDAY DINNER & BENEFIT donation for our fundraiser. We need some overnight trips and other big ticket items for the Silent Auction. Remember great gift items sell raffle tickets and the funds we raise go to the Women's Shelter.

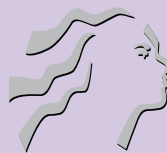
Contact Events Director Paulla Ufferheide (805) 900-5152 for more information.

• **The 36th Annual Oktoberfest and 9th Annual Car show is being held on Sunday, October 26th from 9 am to 5:30 pm in Baywood Park.** Come down to Baywood to check out cars, crafts, food and music. <http://lobpchamber.org/events/2014-oktoberfest-car-show-by-the-bay/>

• **WE ARE UPDATING THE ONLINE MEMBERSHIP DIRECTORY WITH FOUR COLOR PHOTOS OF OUR MEMBERS. PLEASE SEND US AN IMAGE OR UPLOAD IT TO YOUR PROFILE.** If you need or lost your log-in info you can contact Dawn at info@sbwn.org to receive a temporary password to log in with. You can then reset if you wish.

REMEMBER - YOU CAN USE YOUR CREDIT CARD TO PAY FOR LUNCH AND MEMBERSHIP ONLINE

• Remember the newsletter is your voice. The Networker newsletter invites SBWN members to provide women in business, women in life articles and photos of important events. A newsletter is one of the best ways for network members to stay in touch with what other members are doing. Keep them posted in Network in the News and Personal Notes columns. Information can be emailed to info@sbwn.org



Commission on the Status of Women
San Luis Obispo County

SLO COUNTY WOMEN'S WALL OF FAME

Let's recognize the many women in our county who give above and beyond for the betterment of others. The San Luis Obispo County Commission on the Status of Women (CSW) is expanding their San Luis Obispo County Woman of the Year Award to include the many women of our county who volunteer endless hours to the service of others. CSW is a commission of women appointed by the SLO Co. Board of Supervisors to advocate for women and girls and inform the Board of Supervisors of unmet needs in the county. CSW is asking organizations and individuals throughout San Luis Obispo County to submit the name of a woman who has given in an exemplary way to better the lives of others. All nominees will be recognized at a luncheon held at the Madonna Inn on March 14, 2015. The top three nominees will have their photo go on the Women's Wall of Fame in the County Government Building. We encourage you to nominate a woman who has volunteered of her time in an exemplary manner. CSW is collaborating with the South Bay Women's Network to provide the recognition luncheon to honor all nominees and introduce the three winners. Call 805-788-3406 or email COSOWO@gmail.com to secure your tickets to the luncheon.

To nominate an individual, download the application on the Commission on the Status of Women website at www.slowomen.org, contact or call CSW at COSOWO@gmail.com or 805-788-3406. Please have your Nominations in before November 31, 2014

2014-2015 SBWN Board of Directors

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LUNCH RESERVATIONS

info@sbwn.org

Top Marketing Trends of 2014 and Beyond

MOBILE-FRIENDLY IS EXPECTED

The majority of customers now research, shop and refer on their mobile devices. And most have multiple devices that they switch between depending on the time of day and activity. As a result consumers will have less and less patience with websites that are tough to view and navigate from their mobile devices. For businesses, this means that responsive websites (designed to work on almost any screen size) will be more of a necessity rather than a nice-to-have.

THE LINE BETWEEN OFFLINE AND ONLINE WILL BE BLURRED

There will be increased connection to customers via wearable technology and touch sensors in the home, office and transportation. Things like Google Glass and Nike smart watches will become more common and cheaper. Quickly on their heels will be new products such as facial recognition, screens in the form of "contacts" for your irises and brain implants.

MORE PERSONALIZATION AND CUSTOMIZATION AT EVERY STEP OF THE BUYING PROCESS

Competitive marketing will truly be more oriented toward honing in on the right offer, right person, right place, and right time. Recommendation engines will be completely seamless with each experience served up for each person.

PRIVACY ISSUES WILL BECOME BIGGER THAN EVER

As more data is collected from every aspect of a person's

life, consumers will put up bigger walls protecting privacy. Customers will be less likely to freely hand over their email, Facebook credentials etc.

DATA IS THE MOST VALUABLE CURRENCY

With this struggle between more data / more resistance, consumer information will be more precious. Businesses that know a lot about their consumers and what they like – can offer those insights themselves as a valuable asset.

TRUST WILL BE MORE IMPORTANT THAN EVER

As customers weary of intrusion, they will look to sources that feel real and authentic.

Content will have to be less about marketing/sales and more about what customers want – entertainment and information.

Happy customers are the new advertising. As a logical extension of the user ratings and recommendations, products will live or die by word-of-mouth. Successful companies will do less marketing (as we define it today) and more development of products that have value – with easy ways for people to talk about them.

From "Marketing in 2024" found in the January 2014 issue of the AMA's Marketing News, and Digital Surgeons' Top 10 Trends for 2014.

Networker in the News

• SBWN Member Dawn Rodden has taken the part-time position of Interim Executive Director with the Los Osos/ Baywood Park Chamber of Commerce. Stop by and see her.

SBWN Scholarship Applications Until October 7th

SBWN is accepting scholarship applications for a Cuesta College female re-entry student. Members may nominate a woman whose education would benefit from this scholarship opportunity. Online application/nomination available at www.sbwn.org

ADVERTISING OPPORTUNITY - SBWN

Members may submit flyers for our monthly on-line newsletter for \$25. Please contact Dawn Rodden, for format information or if you need to submit a hardcopy for scanning. E-mail all digital files to info@sbwn.org.

A thought for the month...

"A woman with a voice is by definition a strong woman. But the search to find that voice can be remarkably difficult.."

— Melinda Gates

**ONE MONTH FREE
BUSINESS CARD SIZE AD
FOR ALL MEMBERS**

YOUR AD HERE!

Contact Marketing Director, info@sbwn.org.

NEXT NEWSLETTER DEADLINE: October 15th



P.O. Box 6213 • Los Osos, CA 93412-6213 • 805.595.7296 (SBWN)

SBWN Auction/Raffle Donation Guidelines

Dear SBWN Members: This sheet contains detailed guidelines for the collection of auction/raffle gifts for this year's Holiday Dinner & Benefit. (Note that the raffle is to benefit the Women's Shelter Program of San Luis Obispo.) ***It is important to adhere to the following guidelines to make the process as smooth as possible.***

The Auction/Raffle Gift Coordinator this year is **Gila Zak**. She will be keeping the Master List of donors, so that we do not duplicate our requests. Please keep her posted when/if you solicit any donations. If you have any questions about auction donations, please contact her. **A donation form must be filled out for ALL donations.**

Please note: We will NOT be able to accept donations after the deadline listed below, and we ask you do NOT bring donations on the evening of the Holiday Dinner & Benefit. Thanks for your help!

Benefit Chairs:	Paulla Ufferheide
Gift Drop-Off Deadline:	Monday, November 24, 2014
Gift Drop-Off Location:	Home of Gila Zak, 749 Mar Vista Dr., Los Osos
Gift Donation Organizer:	Gila Zak 528-1408/cell 704-3599

Donation Guidelines:

1. Please ensure that all gifts are self-contained (i.e., if there are several parts to the gift, they should be enclosed in a basket or a gift bag. Please do not bring loose items.)
2. **FORMS:** Please fill out the 3-part donation sheet legibly and completely. Note that it's very important to write in a good description of the gift, especially the contents of gift baskets. The benefit gift coordinators will not have time to do this before the Holiday Dinner & Benefit.
3. The **BOTTOM** sheet – give to donor as a receipt.
4. The **TOP 2** sheets – turn in with the gift to Gila for organizing.
5. Please ask the donor for two (2) business cards. Attach (1) to gift, (1) to donation form.