

Installation of 2017/18 Board of Directors



Incoming Board Members: Rita Flores, Treasurer; Paulla Ufferheide, Vice President; Dawn Rodden, Marketing Director; Lynette Tornatzky, Secretary and Christine Womack, President.



Outgoing Board Members: Lois Taylor, Treasurer; Rita Flores, Membership Director; Paulla Ufferheide, Past President; Dawn Rodden, Marketing Director; and Christine Womack, President.



SBWN members Rita Flores, Peggy Zatt and Dianne Woodworth.

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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 2017-2018 Coming Events

MAY

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

Speakers:

Dawn Rodden
Creative Design Graphics
Patty Ross
Virtually For You

Topic:

Marketing & Social Media

Board Meeting

Tuesday, 9th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO

JUNE

Luncheon
Tuesday, 6th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

Gila Zak
Quantum Waves
Hypnotherapy & Biofeedback

Topic:

Handwriting Analysis

Board Meeting

Tuesday, 13th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO

JULY

Luncheon
Tuesday, 11th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

SLO Police Chief
Deanna Cantrell

Board Meeting

Tuesday, 11th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO



A Message to Our Members

Women in Leadership: Your Success is in Your Attitude

By Sarah Medicott

What is the magic success factor for women in leadership?

We have this uncanny ability to hold a lot of information, see the big picture and the details simultaneously, and want to effectively empower our teams and motivate our teams through inspiration and passion, rather than through domination and control. All of this, and create thriving successful businesses that bring in generous profit. Whew! That is a lot to hold.

It's really not so much about a gender debate. Effective leadership comes from being able to

access our masculine and feminine qualities and use them authentically, when they are needed most. But there are specific challenges that women need to move through to create real success in their business and in their lives.

When looking at entrepreneurship, women are taking the lead. In the United States, 30% of all businesses are owned by women. Female-owned enterprises have an economic impact of nearly \$3 trillion annually - that translates into the creation and/or maintenance of more than 23 million jobs (Center for Women's Business Research, 2009). This is good news, yet the failure rate is high. According to one report, 66% of the establishments fail within the first

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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 \$20 meeting fee for members; \$25 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

SBWN Members Present Tips for a Professional Business Image & Marketing with Social Media

On Tuesday, May 2, 2017, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon. At this month's luncheon meeting, SBWN members Dawn Rodden, Creative Design Graphics and Patty Ross, Virtually For You will offer tips on presenting a professional business image and how to manage your online marketing.

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 \$20 for members and \$25 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. Bring a friend to lunch!

Installation Luncheon



Second term SBWN President Christine Womack presented outgoing and incoming Board Members with beautiful flowers.

Photos by Dawn Rodden



ANNOUNCEMENTS!!!!!!

MARK YOUR CALENDARS

JULY LUNCHEON
will be held July 11th
due to the holiday

Membership fees are NOW due.

If you have not paid dues by May's Luncheon you will be charged the guest meeting fee of \$25 and your online profile may no longer be visible to the public.

• **LO/BP & MORRO BAY CO-CHAMBER MIXER AT SAGE ECOLOGICAL LANDSCAPES** - Wednesday, May 3rd, 5:30 pm. See flyer on page 4.

• **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 questions and digital files to info@sbwn.org.

• **PENNIES FROM HEAVEN:** A penny jar will be at each meeting to contribute to our scholarship fund. So check your pockets and the bottom of your purse for loose change and bring to the next luncheon meeting.

• 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

2016-2017 SBWN Board of Directors

President

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Raymond James Financial
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Wines for Humanity
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Membership Director
Open

Marketing Director

Dawn Rodden
Creative Design Graphics
(805) 528-8263
studio@creativedesigngraphics.com

Historian Director
Open

Events Director
Open

LUNCH RESERVATIONS
info@sbwn.org



Birthday Girls

Sharon Dalrymple May 10
Amber Heffner May 24

THE FOLLOWING POSITIONS: Membership Director, Event Director and Historian are still open. Please let a Board Member know if you would like more information about the positions and wish to be appointed to the 2017/18 Board of Directors

**We had 17 Members & Guests
at Our April Luncheon**
**Welcome New Member
Andrea Turnquist**

Women in Leadership: Your Success is in Your Attitude

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four years. What are the factors that can lead to greater success for women in business?

Studies of successful women in leadership find that there are seven factors for creating lasting success:

Mental Attitude – Having a positive outlook, and turning your fears into your teachers, your weaknesses into your strengths.

Emotional Intelligence / Social Intelligence – Having the ability to feel your emotions and communicate them in a healthy way, when needed.

Flexibility – Having the ability to dance with the inevitable changes that business and life bring, while staying connected to the vision of your organization.

Leadership Skills – Having effective tools and skills to manage things such as time, energy, money, and communication. Plus, the organizational skills to make it all happen.

Perseverance – Staying the course even through hard times. Having the ability to remain committed and believe in yourself and your business, regardless of the circumstances.

Relationship Building – Giving up doing it all alone. Having the

ability to create alliances that will mentor, support and grow your enterprise.

Taking Control of Your Life – Having the willingness to do the personal growth work. Identifying your strengths, weaknesses and being personally responsible for your life.

Sarah Medicott, CPCC, PCC is a dynamic woman who is committed to generating greatness in leaders. Reprinted from <http://www.coactive.com/leadership/resources/articles/women-in-leadership>



GARDEN MIXER

WITH MORRO BAY CHAMBER AND LOS OSOS CHAMBER

WEDNESDAY, MAY 3, 2017
5:30PM – 7:00 PM

SAGE ECOLOGICAL LANDSCAPES, 1301 LOS OSOS VALLEY RD, LOS OSOS

NETWORK WITH MEMBERS AND GUESTS FROM LOS OSOS AND MORRO BAY

- PROPERTY TOURS HIGHLIGHTING SAGE'S PLAN FOR THE DISPLAY GARDEN
- APPETIZERS AND BEVERAGES
- STAFF AVAILABLE FOR QUESTIONS

  

MORE INFO: MORRO BAY CHAMBER, 805.772.4677 | LOS OSOS CHAMBER, 805.528.4884
SAGE ECOLOGICAL LANDSCAPES 805.528.4884

A thought for the month...

"A strong woman understands that the gifts such as logic, decisiveness, and strength are just as feminine as intuition and emotional connection. She values and uses all of her gifts."

- Nancy Rathburn

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.

**ONE MONTH FREE
BUSINESS CARD SIZE AD
FOR ALL MEMBERS
YOUR AD HERE!**

NEXT NEWSLETTER DEADLINE: May 15th