

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



Dawn Rodden owner of Creative Design Graphics and SBWN Marketing Director shared tips on how to work with a graphic designer to present a professional image.



SBWN member Patty Ross owner of Virtually For You offered information on Online Marketing Basics. (See flyer included in this issue)
Photos by Dawn Rodden



Lois Taylor shared a new product from Xyngular.



MORE PHOTOS - page 4

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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

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

AUGUST

Luncheon
Tuesday, 1st @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

TBA

Summer Evening Scholarship Benefit

Saturday, 12th @ 5pm

Board Meeting

Tuesday, 8th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO



A Message to Our Members

Hello ladies,

Summer is just around the corner and I know we are all making plans for trips, family visits and attending the many events in our area. I encourage you to join us at our June Luncheon Meeting where our speaker will be our own Gila Zak who will be sharing her expertise on Handwriting Analysis. I find this subject very fascinating and I am sure you will too. This is a wonderful opportunity to invite a friend to join us for lunch and even consider becoming a member of SBWN.

Last year, we held a western themed benefit to raise money for scholarships of re-entry students at Cuesta College. We had so much fun putting on our cowboy boots, playing Texas

Hold um and eating BBQ that we are doing it again. Tickets for this event will be on sale in early June.

We are looking for SPONSORS and RAFFLE PRIZES for the August 12th A NIGHT AT LONGBRANCH SALOON, Summer Evening Scholarship Benefit. Money raised from this annual event has allowed SBWN to present Scholarships since 2000 with over \$20,000 being awarded to deserving recipients.

Sponsorships available:

WYATT EARP - \$500 - includes 8 dinner tickets,

Handwriting Analysis Presented by SBWN Member Gila Zak, Quantum Waves Hypnotherapy & Biofeedback

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. Our featured speaker and SBWN Member Gila Zak owner of Quantum Waves Hypnotherapy & Biofeedback. Gila will be presenting *Handwriting Analysis & Profile Grapho-Therapeutics*.

Are you are curious about what your handwriting says about you? Are you entering into a partnership or relationship where certain traits would be helpful to know ahead of time? Even your drawings and doodles reveal subconscious emotions and feelings! Our handwriting is an expression of our subconscious behaviors, tendencies and traits. It is revealed outwardly to us through our nervous system's expression of holding pen to paper with our fingers. The form of our letters and strokes along with the meaning of the letters can give a surprisingly accurate picture of what is going on in our behavior. As we re-train parts of our handwriting over the course of weeks and months, we see our behavior begin to change as well. In a complete analysis, we are able to see all the challenges and gifts that each of us have and in what situations they would apply. Handwriting analysis is used in government agencies, law

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

ANNOUNCEMENTS!!!!!!

MARK YOUR CALENDARS

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

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

- **MORRO BAY & LOS OSOS CO-CHAMBER MIXER AT JUNQUE LOVE** - Tuesday, May 23rd, 5:00 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

A Message to Our Members

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plus two bottles of wine OR two pitchers of beer OR \$100 in extra chips. Reserved table. Mention name/logo on all promo material.

DOC HOLIDAY - \$250 - includes 4 dinner tickets, plus one bottle of wine OR one pitcher of beer OR \$50 in extra chips. Reserved table. Mention name/logo on all promo material. If you have a gift item to donate or wish to be a sponsor, please send an email to info@sbwn.org.

We will hold our regular luncheon Tuesday, August 1st and feature an exciting program. Looking forward to seeing everyone this summer.

– Dawn, Marketing Director

JUNE LUNCHEON

Continued from page 2

enforcement and in private practice to look deeper into the motivations and behaviors of the writer.

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!



Birthday Girls

Lynette Tornatzky.....June 3
Rose Robertson..... June 14
Rita Flores June 23

**We had 15 Members & Guests
at Our May Luncheon**

2017-2018 SBWN Board of Directors

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Historian Director

Open

Events Director

Open

LUNCH RESERVATIONS

info@sbwn.org

More Photos of May Luncheon Meeting



Joint CHAMBER MIXER MORRO BAY AND LOS OSOS

JUNQUE LOVE
699 Embarcadero, MB

TUESDAY, MAY 23, 2017
5:00PM - 7:00PM

BEVERAGES COURTESY OF:
WINE SELLER

FOOD COURTESY OF:
GRAPE LEAF DELI & MARKET

See you there!

FOR MORE INFORMATION:
MORROCHAMBER.ORG | 805.772.4462
LOSOSCHAMBER.ORG | 805.534.4884

A thought for the month...

“Everyone has inside of her a piece of good news. The good news is that you don’t know how great you can be, how much you can love, what you can accomplish, and what your potential is”.

- Anne Frank

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

NEXT NEWSLETTER DEADLINE: June 15th



VIRTUALLY FOR YOU

Online Marketing & Support Services

Patty Ross

patty@virtuallyforyou.com

PH:805.996.0527

virtuallyforyou.com

Online Marketing Basics

1. **Know Your Market**

- a. Who are your customers?
- b. How will you find new customers and interact with your current customers?
 - i. Website?
 - ii. Social Media?
 - iii. E-Mail?
 - v. Print?

2. **Have a Plan**

- a. Calendar for social media/email marketing
- b. Create Content! Articles, videos, pictures, etc
- c. ABC! Always Be Collecting! Have a plan to collect email addresses, phone numbers to stay in contact with prospects.

3. **Social Media**

- a. Which platforms are best for you?
- b. Consistent look and feel across all platforms
- c. Be prepared with calendar and content (see above!)
- d. Keep it professional with a page
- e. Know the right times to post on each platform
- f. Interact with your page fans
- g. Don't undersell or oversell
- h. Don't give up!

4. **E-Mail Marketing**

For every \$1 spent on email marketing, there can be a \$44 ROI! Why not do it??!!

- a. Stay in touch with your customers and prospects
- b. Create content ahead of time.
- c. Learn marketing automation to send a series of emails-drip campaigns

**SERVICES: ONLINE MARKETING, SOCIAL MEDIA, WEBSITES,
EMAIL MARKETING, CONTENT MARKETING, CUSTOMER SUPPORT
AND NOW SELLING PROMOTIONAL LOGO PRODUCTS.**