

Member Spotlight Featured Andrea Turnquist and Hilary Hopkins of Placer Title Company



SBWN member Andrea Turnquist a Business Development rep for Placer Title Company along with Hilary Hopkins, a past SBWN member, answers questions about title and escrow needs.



Members got a chance to chat before the luncheon presentation.

Photos by Dawn Rodden



Tasty lunch every month from La Palapa Mexican Restaurant .

MORE PHOTOS - page 3

AUGUST MEETING PHOTOS.....	cover	ANNOUNCEMENTS.....	3
MESSAGE TO OUR MEMBERS.....	2	BIRTHDAY GIRLS.....	3
SEPTEMBER LUNCHEON MEETING INFO.....	2	SCHOLARSHIP APPLICATION INFORMATION.....	3

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

SEPTEMBER

Luncheon
Tuesday, 5th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

Lindsey McConaghy

Topic:

What every small business
should know about PR

Board Meeting

Tuesday, 12th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO

OCTOBER

Luncheon
Tuesday, 3rd @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker: TBA

Board Meeting

Tuesday, 10th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO

NOVEMBER

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

Speaker:

Scholarship Recipient(s)

Board Meeting

Tuesday, 14th @ 5:30am
LO/BP Chamber
781 Palisades Ave., LO

A Message to Our Members

Two Ways Women Can Network More Effectively, Based on Research

by Athena Vongalis-Macrow

Despite their many efforts, networking continues to challenge women. Numerous studies back up this conclusion. Herminia Ibarra's classic study revealed the centrality of networking for male workers, indicating that many networking opportunities are organized around male interests. The male-centeredness of networking means that making connections to get ahead continues to be an issue for many women seeking to progress their careers. Fellow blogger Sylvia Ann Hewlett notes that while affinity groups have shown to be successful, these networks tend to "devolve into a group of

peers who gather to gripe about how it sucks to be a woman at our company." For Hewlett, leveraging women's potential career boost from networks lay in seeking sponsors or mentors to provide access and exposure to the executive levels.

Apart from relying on others to provide access and interaction in networks, is there something women could do more to make their networking more effective?

I analyzed the networking behaviors of 74 women working in the equivalent of middle management across three organizations. The women were asked 19 networking questions about standard actions related to networking, including how they exchanged information,

Continued on page 4

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

September Luncheon Topic – What Every Small Business Should Know About PR

On Tuesday, September 5th, 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 will be Lindsey McConaghy. She will sharing with us a clear overview of what PR is, the different types of PR activity along with top tips for media relations and how to handle negative press.

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!



ANNOUNCEMENTS!!!!!!

- **HOLIDAY DINNER & BENEFIT** will be held again be at Windows on the Water on Sunday, December 3rd but at an EARLIER time of 4pm to enjoy the beautiful sunset on Morro Bay.

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.

Please note that there WILL NOT be a luncheon in December.

- **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 thought for the month...

"Whenever you see a successful business, someone once made a courageous decision".

- Peter Drucker

MORE LUNCHEON PHOTOS



SBWN member updates members and guest about the Los Osos Coalition.



SBWN President Christine Womack raffles off a free "member bring a guest to lunch" gift certificate.



Birthday Girls

Debra AngellSeptember 30

SBWN Scholarship Applications Now Available

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. **Applications will be accepted until September 15th.**

Online application/nomination forms available at www.sbwn.org

2017-2018 SBWN Board of Directors

President

Christine Womack
Raymond James Financial
(415) 699-8632
cwomack1968@gmail.com

Vice-President

Paulla Ufferheide
Wines for Humanity
(805) 900-5152
paulla@winesforhumanity.com

Secretary

Lynette Tornatzky
Author
(805) 534-9196
luneto2@yahoo.com

Treasurer

Rita Flores
Sage Ecological Landscapes
(805) 305-4792
openmind.rm@gmail.com

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

A Message to Our Members

Continued from page 2

expertise, professional advice, political access, and material resources.

While over 67% of those surveyed believed networking helped in building their career, their networking actions were ineffective in helping them achieve their aims. The kinds of actions they identified as critical to networking included helping others, offering support to others, offering career advice, and supporting the career plans of others. But these actions did not showcase their talents or promote their goals. Instead, I discovered that there were two critical actions that were less evident in the women's networking habits, and these two actions enable more effective network exchanges that highlight expertise, professionalism, and talent.

Collaboration. While the women helped others and showed an "ethos of sharing," they were less likely to collaborate with others on work-related projects. Only 14% collaborated on projects as a way to network, compared to 33% who supported others as a way of networking. As one woman explained, she refrained from collaboration because "she did not believe she would gain any benefit."

Such statements show a lack of understanding of the networking opportunities offered through collaboration. Superior performance has been identified as a critical factor in career advancement. As a member of a high-performing team, collaboration becomes another way of demonstrating performance. Also, unlike helping or supporting others, collaboration builds trust-based relationships linked to outcomes. It is a powerful way to demonstrate talent and build enduring trust. Talent and trust both enhance the quality of the flow of information and resources as the basis for effective networking.

Articulation of Career Goals. When networking, women did not articulate and make clear their work or career goals. For the most part, they kept their goals to themselves. Only 4% admitted to talking about their career aspirations to others. Part of the reasoning was that they did not want to appear too ambitious or boastful; some wanted to minimize disappointment or the appearance of failure if the goals were not achieved.

Any leadership vision, including leading oneself, starts with clearly articulated goals. As stated by a recent study in the United Kingdom, "By articulating and sharing goals, learners create opportunities for interaction with others in their network (and beyond) who may share their goals."

Networking is an activity that generates opportunities to develop your career. For women to gain an edge through networking, becoming more active in networking transactions and interactions is key. Interactions should aim to transfer as much about their skills, talents, and potential as possible. If career planning is a goal, then let others know of career plans and aspirations. This means ensuring that goals are communicated and shared. Demonstrate value to others by participating in collaborations to create opportunities for collegiality and revealing talents. Both these networking skills take practice, but these actions can strengthen the quality of women's networking, so it empowers talented women to become more visible in pursuing their goals.

Dr. Athena Vongalis-Macrow is Founding Director of womenleadershiplab, researching gender, leadership and innovation. She is currently focusing on STEM and innovation research and education. Reprinted from <https://hbr.org>

**We had 12 Members & Guests
at Our August Luncheon**

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: September 15th