

# *the* Connector

August 2007

A Newsletter for Members of the Professional Business Women's Association

Vol. 07/Issue 8

Visit us at: [www.pbwa.org](http://www.pbwa.org)

## networking notes

### MONTHLY NETWORKING MEETING

Wednesday, **August 1, 2007**

The Purple Iris at Hartwood

**12:00 PM** \$12 at the door - No Res. Req'd

### MONTHLY NETWORKING BREAKFAST

Wednesday, August 15, 2007 (**3rd Wed. each Mo.**)

Shepherdstown Sweet Shop

German Street, Shepherdstown

8:30-9:30 am - No Res. Required

### MONTHLY NETWORKING LUNCH

Wednesday, August 22, 2007 (**4th Wed. each Mo.**)

Asia Garden

11:30 - No Res. Required

### MONTHLY NETWORKING MEETING

Wednesday, September 5, 2007 - **Noon**

The Purple Iris at Hartwood

Topic: Katie Indris - Backing Up Your Company

Also: Preparing for the EXPO

### 5TH ANNUAL WOMEN IN BUSINESS EXPO

Wednesday, October 3, 2007

Holiday Inn, Martinsburg (5 to 8 PM)

### CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The

Connector, send by the **15th of each month**

to: [clundber@blueridgectc.edu](mailto:clundber@blueridgectc.edu)

## 2007 MANAGEMENT COUNCIL

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Professional Business Women's Association

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Sponsors for the 2007 5th Annual Women in Business Expo are: Dawn Newland, State Farm; Martinsburg-Berkeley County Chamber of Commerce, Small Business Development Center (SBDC) of Blue Ridge CTC; Monarch CPA Services; J.J.'s Jewelry; Time Plus Payroll; Kelley Allstate Agency; Mary Kay Cosmetics, Inc. Senior Sales Director, Jo Mileo; The Write Market; Seaside Tan and Spa; and Citizens National Bank. Information on being an exhibitor and donating door prizes has been mailed. We also need PBWA members to volunteer to help with registration and information at the PBWA booth—as this is our major membership drive activity. Use the form that was mailed to you to sign up to volunteer if you will not be exhibiting.

At our July meeting, Suzi Crowder of Suzi Homemaker embroidery business won \$27 in the 50/50. Thanks to the following PBWA members for bringing door prizes: Marilyn Braithwaite, Susan Dudics-Dean, Catherine Silver Riddell, Joan Brooks, Susan Wisniewski and Jo Mileo. We will need to identify a non-profit in November to send the PBWA portion of the 50/50 money to.

Hopefully everyone voted for all the PBWA members who were nominated for The Journal's readers Choice Awards.

Susan Wisniewski will be offering Summer REIKI classes— both Level One and Level Two in August from 10am to 4pm. Call Susan at 876-3957 for details. In September she will start the "Spirit School of the Intuitive Arts Level 1 Classes on Saturday each month.

Seaside Tan and Spa has opened their new online retail spa at [www.seasidetanandspa.com](http://www.seasidetanandspa.com).

Good-bye to Mary Via who is leaving as Executive Director of the Jefferson County Chamber of Commerce September 1.

As part of this year's Multicultural Business Expo— October 27 at North Middle School, Martinsburg— we are also including a Young Biz event. Saturday, August 11 at 10:00 am at the Martinsburg Library will be an information meeting. Then the first 4 Saturday's in September from 10 am to noon will be workshops to help the teens develop their business idea. Then at the Expo on October 27— they will have an exhibit and Expo visitors will get to vote for the best business idea. There will be a nominal charge of \$10 for the 4 workshops. Christina Lundberg will be doing the workshops and will call upon PBWA members for assistance. Volunteers are also

needed the day of the Multicultural Expo, so if you are not exhibiting, think about helping. Volunteers are needed Friday evening to set up tables and help stuff goodie bags. Saturday during the Expo volunteers are needed to help with registration, help the young entrepreneurs set up, helping with workshop, etc. Contact Minister Dorothy Roman at 304-267-4489 to volunteer to help. Forms will also be available at the August and September PBWA meetings.

This is your newsletter- your chance to share your successes and awards with your peers. Please send any news to Christina Lundberg.

It's time to start thinking about 2008 and serving PBWA by volunteering for the Management Council. The group meets once a month- before or after the monthly meeting. With all the meetings at The Purple Iris, the MC discussions are about topics for meeting, planning the Expo, and setting the deadline for the Membership Directory. Ask any current or past MC member and think about volunteering for 2008.

Several PBWA members are involved in the different BNI- Business Networking International groups, and Sandy Sponaugle and Jen Rolston were featured in a story about another new group, Young Professionals that met in Martinsburg. Contact either Sandy or Jen about details of future meetings.

Monia Christo shared the 10th Anniversary issue of CRM- Customer Relationship Management magazine and the article about tips for building and retaining your customer base. While it's important to build relationships, you have to show your potential customer the value of what you do or sell. Talk to others about using social media marketing- brand-social sites, product-based blogs, etc.

The Morgan Arts Council received a grant from the West

Virginia Commission on the Arts to conduct a series of business training classes for artists as part of the Ice House Incubator project. For details go to [www.macicehouse.org](http://www.macicehouse.org). October 25- Jen Rolston and Sandy Sponaugle will be teaching "Marketing Is a Look and More"; and on November 14 and 15, Jen Rolston will be teaching What a Hard Working Website Should Be; and March 19, 2008 Katie Ihndris will be teaching What Does the Taxman Want From Me?

In late October, early November a group of Russian business women will again be visiting Martinsburg. As part of the American University's Women & Politics Institute, this will be the third group of women to visit this year. Usually the women have stayed in the DC area, but they are looking for homes in the Martinsburg area that would be willing to house a woman for several nights to share cultures. The group that came in July was all business women, and in the past the group has included women involved in television, trade shows, government, etc. If their time in Martinsburg includes our monthly PBWA meeting, we shall be sure to invite them.

Congratulations to Tracy Keefer at AllState Insurance for helping that office gain recognition as one of the two top AllState offices in the country. This is the first time any agency in the five-state area has topped the list. The recognition is based on four factors: retention of customers, loss ratio, profitability and growth and financial planning.

Karen Coyne will be teaching a variety of financial workshops through Berkeley County Adult Education. If you do not have a catalog, call Karen at Heritage Financial Advisors, 304-263-1311.

New federal minimum wage went into effect July 24—the federal rate is now \$5.85 per hour. The state minimum as of July 1st is \$6.55 per hour.

**PBWA**

