

# *the* Connector

July 2004

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

Vol. 04/Issue 7

## networking notes

**PBWA: Wednesday, July 7, 2004, noon to 1:30 pm**  
July Regular Monthly Membership Meeting  
The Purple Iris at Hartwood  
1409 Winchester Ave., Martinsburg, WV.  
Meal Cost \$12.00/Payable to PBWA

**PBWA: Wednesday, July 14, 2004, 12 to 1 pm**  
Martinsburg Lunch Networking Meeting  
Please contact Susan Dudics-Dean for status and place  
susandudicsdean@yahoo.com • 304-263-3296

**PBWA: Thursday, June 15, 2004, 8:30 to 9:30 am**  
Shepherdstown Breakfast Networking Meeting  
The Sweet Shop Bakery on German St.,  
Shepherdstown

**PBWA: Wednesday, July 21, 2004, 8:30 am**  
Breakfast Networking Meeting in Inwood  
Daily Grind, Inwood

**PBWA: Wednesday, Aug. 4, 2004, noon to 1:30 pm**  
August Regular Monthly Membership Meeting  
Shepherdstown Train Station  
Audrey Egle Drive  
Shepherdstown, WV  
Meal Cost \$12.00/Payable to PBWA

## MEMBER CORNER

Renewal:

**Karen Valentine**  
304-876-7132 • karenvalentine@earthlink.net

New Members:

**Sarah Birnbach, G B Associates, Inc.**  
We design and conduct training programs to help adults increase their personal and professional effectiveness.  
304-724-8866 • sarah@gb-associates.com

**Anne Conlan, M.Ed., MCC, Change Mastery**  
As a Professional Certified Business and Life Coach, I help my clients to actualize their dreams and goals.  
304-274-2613 • anne@changemasterycoach.com

**Donna O'Steen, Phoenix IT Solutions, LLC**  
We are here to take care of your Internet and network needs, we pride ourselves in being able to offer personalized support to each and every one of our customers.  
877-745-6740 • info@phoenixitsolutions.com

**Brenda Waugh, Brenda Waugh, Attorney at Law, LC**  
We provide legal services in the areas of civil and collaborative divorce, crime victim rights, insurance matters and automobile accidents.  
304-229-6160 • waugh@brendawaugh.com

**Lynn Wilson, Wilson Associates**  
Professional staff development, parenting workshops, management and Board of Directors training.  
304-876-3790 • wilsonspain@hotmail.com

## 2ND ANNUAL WOMEN IN BUSINESS EXPO

Mark your calendar for October 6th and join us at the 2nd Annual Women in Business Expo at the Holiday Inn in Martinsburg. Take advantage of your chance as a PBWA member to market your business to the public.

In addition to exhibits, we will offer two half-hour workshops to encourage greater attendance. Attendees can choose one or both of the following: "Starting a Successful Business" and "Success with a Management Team."

**PBWA**

Professional Business Women's Association

P.O. Box 2586 Martinsburg, WV 25402

Continued on page 2

Expo registration forms will soon be mailed to PBWA members so start thinking now about the best way to promote your business (see the following article for exhibit tips). Exhibit tables are \$50 and shared tables are encouraged if you feel intimidated by trying to fill a full table. You may also choose to display materials at the PBWA table for a \$10 fee. For door prizes, we will be combining items donated from PBWA members to form 4 to 6 large gift baskets.

This year, we are soliciting major sponsors to help defray advertising costs. For \$200, each major sponsor will receive a free exhibit table, access to one of the two workshops, their logo on all advertising materials and their name and logo prominently displayed by the registration table. Help make the Expo a success by contacting Chris Lundberg at 304-260-4382 and becoming a major sponsor.

Last year, the personalized postcards seemed to make quite an impact in increasing attendance so at our September PBWA meeting we will take time to address postcards encouraging customers and clients to attend.

Thanks to Sandy Sponaugle who is coordinating public relations and Chris Lundberg who is coordinating exhibits. Keep posted for more Expo info in the next couple of months.

## **STRUT YOUR STUFF**

### **HIGHLIGHTS FROM DOLA BURKENTINE'S MAY PRESENTATION**

At May's PBWA meeting, Dola Burkentine, owner of Strut Your Stuff Displays & Exhibits, spoke to members regarding Effective Expo Marketing. Following are some helpful hints from her presentation:

#### **Pre-Expo Promotion:**

Invite clients, customers, business associates, vendors and prospects. Include Expo info in your newsletter, ads, correspondence, e-mail and voice mail. Perhaps even incorporate an incentive, "Visit us at the Expo and receive a free gift."

#### **Successful Exhibits:**

Professional exhibit space equals a professional image. Use signs, graphics, photos and products. You may wish to only display product packages/boxes to eliminate theft or "freebie confusion." Keep your exhibit simple--it should take 3-5 seconds to determine what your business is. Add warmth with flowers, fabric, etc. Set up your exhibit prior to the Expo and take a photo to remember how to set it up once you arrive.

#### **At the Expo:**

Space should be open and inviting and accessible for the disabled. Use table for exhibit, not as a barrier--don't hide behind it! Wear professional attire and be pro-active (no sitting,

reading, food or drink). Use a lead card--a 1 pg flyer addressed to participants of event. Use promotional give-aways and maybe limit them by "pre-qualifying" them to serious inquiries. Never take down exhibit before the Expo is over.

#### **After the Expo:**

Follow up on leads: do the mailings, follow up with phone calls and make the sales!

#### **Expo Emergency Kit:**

Velcro, scissors, tape, stapler, note pad, pens, paper clips, duct tape, post-it notes, static guard. And if needed, extension cords, surge strips, light bulbs. And, don't forget your BUSINESS CARDS! You may want to keep a stack in your vehicle.

*For more info on Strut Your Stuff please contact Dola at 301-293-6274.*

## **PLATINUM PR OF SHEPHERDSTOWN ANNOUNCES ITS FIRST INTERN**

Shepherdstown, WV - Local marketing/public relations firm Platinum PR is pleased to introduce its newly instituted internship program. Platinum PR believes that offering this type of program will not only help continue the firm's growth and expansion, but will also offer an invaluable educational experience to students wishing to pursue a career in the public relations field.

Juliet E. Stickley of Martinsburg, West Virginia, has been interning with Platinum PR since May 10, 2004 and will continue to work throughout this summer. Stickley attends Radford University in Radford, Virginia and is pursuing a B.A. in Communication with a concentration in public relations. As part of her degree, Stickley is required to complete an internship with a public relations firm or company. Stickley found Platinum PR and its owner Sandy Dubay Sponaugle through the Internet. "I found the website for Platinum PR and contacted Sandy to see if she offered an internship program. She didn't at the time, but was interested in creating one," says Stickley. Stickley also states, "The first few weeks have already been a great learning experience. I look forward to the rest of the summer and all that I can learn from Sandy."

Sandy Dubay Sponaugle of Shepherdstown, West Virginia, founded Platinum PR in 2002. Platinum PR is a small marketing/public relations firm that specializes in assisting established and emerging entrepreneurs that are interested in capitalizing on opportunities which enable future growth. Services include public relations, marketing, event planning, and business development. Platinum PR has over a dozen clients of various sizes throughout the tri-state region.

"Ms. Stickley is the ideal intern. Not only does she have the educational background that is necessary in this field, she is also self-motivated, energetic and eager to learn. Juliet has already

*continued on page 3*

helped in the implementation of a fundraiser for a local non-profit agency in addition to creating and following up with several press releases and client projects," explained Sponaugle.

*For more information about Platinum PR or its internship program, please call 304-876-8321 or visit [www.platinumpublicrelations.com](http://www.platinumpublicrelations.com).*

## **BUSINESS OPPORTUNITY**

by Holly Taylor Lemieux

Are you self-motivated? Are you interested in financial independence? Would you be happier if you had flexible hours and could set your own schedule? Would you enjoy being your own boss and helping others succeed? Are you willing to learn new skills to make yourself more successful? If so, this could be the career for you!

When I became a part-time distributor with Arbonne International, just four and a half years ago, I had no idea how much it would change my life. Arbonne has allowed me to give up the stress and overhead of my physical therapy practice, I have met many wonderful women through my association with Arbonne, I have more time freedom, less stress, and a comfortable income that is growing. If you are interested in similar freedom and similar rewards, or if you know someone else who is, please contact Holly Taylor Lemieux at: (304) 229-7650. You will receive a gift for the referral of any individual who will allow me the privilege of sponsoring them as an Arbonne Independent Consultant.

*for more info please check out Holly's full article on the web at [www.pbwa.org](http://www.pbwa.org)*

## **NEW BUSINESS IN SHEPHERDSTOWN.**

Cornerstone Real Estate, Janet Hinzman, Broker/Owner is a new business start-up in Shepherdstown, WV. Janet has over eight years in real estate and is licensed in VA and WV. Her new office is located in her home on Kearneysville Pike in Shepherdstown. The phone number is 876-2468.

## **SIR SPEEDY OFFERING LARGE FORMAT COPIES**

Sir Speedy Printing now offers ONSITE Engineering (blueprint) Copies. These are black and white large format copies, from 18 x 24 up to 36 x 48. Priced from \$3.00-\$4.50. Sir Speedy is located just one mile on the left off I 81, exit 16E in Martinsburg,

## **NEW REAL ESTATE COMPANY IN MARTINSBURG**

Marilyn Braithwaite and Wilma Jones are delighted to announce the opening of their new Martinsburg real estate firm, RE/MAX Success Realty, on July 1st. Wilma is the owner of the franchise and Marilyn is the Broker.

The office is located at 202 Viking Way, in the Mountain State University Center, just off King Street. The telephone number is 596-5500. Hours are 9 a.m. to 6 p.m., Monday through Friday, and 9 a.m. to 3 p.m. on Saturday.

With nearly 30 years of combined real estate experience and the recognition of the RE/MAX name as a quality, professional real estate company, Wilma and Marilyn will provide the very best service possible.

They invite you to stop by their new office to say hello and to get acquainted with RE/MAX.

## **FREE TELECONFERENCING AND TELE-TEACHING**

by Ellen Hoffman, [www.retirementcatchup.com](http://www.retirementcatchup.com)

Recently I had the experience of teaching a course on the telephone. The class was about retirement planning, and the "students" were members of the Women In Technology International (WITI), a major national organization of women in technology fields who participated by calling in from all over the country.

This was the first time I had given a presentation to an audience I couldn't see. Before the call, I was concerned that the lack of eye contact with individuals and my inability to see how the students were reacting, would hamper my presentation.

I decided to prepare pretty much the same way I'd prepare for a live audience--with a combination of notes and text and some options for encouraging interaction with the audience. There were only a few questions as I spoke, and I purposely cut my prepared remarks short to allow for a few minutes of Q and A at the end.

The presentation and discussion--involving about 8 people--went smoothly and my fears were allayed.

One of the things that made this class possible is an Internet service, [www.freeconference.com](http://www.freeconference.com), which allows you to have a group of people on a conference call, but does not charge the organizer of the call. The catch is that there is no toll-free dial-in number. If you call in, you pay the usual rate for your long-distance service. While you're on the call, you can manipulate the sound by pressing numbers on the phone pad to, for example, mute all the voices except that of the speaker; or to cut down on background noise.

My reason for writing about this is that PBWA members may find that this service can be a helpful and economical way to hold some business conferences.

---

We ran out of room so please check out [www.pbwa.org](http://www.pbwa.org) for Diane Mickelson's article on ENOUGH WITH THE LOW-CARBS.

---

*To my friends at PBWA:*

*Thank you for your cards and prayers. This has helped me a lot. Many of you have brought meals and called me- and like I said when I first joined PBWA in 1997ish, it was the first time I really felt I had a connection in Martinsburg. This was after we'd lived here for 10 years.*

*I look forward to coming back...*

*Warm regards, Jane Squires*

---

## ***Connecting with The Connector***

---

To have your news items included in the next issue of *The Connector*, enclose them in the body of an e-mail or a Microsoft Word attachment and send by the **twentieth of the month** to Jen Rolston at [jen@edendesignco.com](mailto:jen@edendesignco.com)

---

---

***The Connector is COPIED by  
Progressive Printing—Thanks Laura!***

---

---

### Management Council

Karen L. Coyne  
304-229-3100

Jen Rolston  
[jen@edendesignco.com](mailto:jen@edendesignco.com)  
304-728-2508

Christina Lundberg  
[clundber@shepherd.edu](mailto:clundber@shepherd.edu)  
304-260-4382

Helen Sturm  
[helenS99@aol.com](mailto:helenS99@aol.com)  
304-754-7383

Dawn Newland  
[dawn.Newland.hawd@statefarm.com](mailto:dawn.Newland.hawd@statefarm.com) • 304-267-2919

**PBWA**

Professional Business Women's Association

P.O. Box 2586 Martinsburg, WV 25402

