

the Connector

March 2006

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

Vol. 06/Issue 3

networking notes

MONTHLY NETWORKING MEETING

Wednesday, March 1, 2006
The Purple Iris at Hartwood
12 noon • Cost: \$12.00 per person.
Topic: Tax Issues!

MONTHLY NETWORKING BREAKFAST

Wednesday, March 15th, 2006 • 8:30 to 9:30 a.m.
Shepherdstown Breakfast networking Meeting
Shepherdstown Sweet Shop
German Street, Shepherdstown
Phone: 304-876-2432

MONTHLY NETWORKING MEETING

Wednesday, April 5, 2006
The Purple Iris at Hartwood
12 noon • Cost: \$12.00 per person.

MONTHLY NETWORKING BREAKFAST

Wednesday, April 19, 2006 • 8:30 to 9:30 a.m.
Shepherdstown Breakfast networking Meeting
Shepherdstown Sweet Shop
German Street, Shepherdstown
Phone: 304-876-2432.

CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The Connector, enclose them in the body of an email or as a Microsoft Word attachment and send by the 20th of each month to: terry@thewritemarket.com

2006 MANAGEMENT COUNCIL

Christina Lundberg
304-260-4382
clundber@shepherd.edu

Joyce Ervin
304-274-1474
jervin02@adelphia.net

Judith Friend
304-263-0738
judithatants04@yahoo.com

Tracy Keefer
304-263-4596
tracykeefer@allstate.com

Terry Kent
304-876-2320
terry@thewritemarket.com



The Connector is COPIED by Progressive Printing—Thanks Laura!

NEW MEMBER CORNER

Kathy Shank
ERA Realty • 304-876-2210
Specializing in residential real estate.

MARCH MEETING

Tax season is upon us so our March meeting will focus on tax issues.

MONTHLY 50/50 RAFFLE

In January, the total collected was \$40. In March we collected \$72, for a total amount raised to date of \$112. Bring those dollars to lunch! At the end of the year, all monies raised will be donated in PBWA's name.

ANNOUNCEMENTS

Meetings: Based on the responses at the January meeting, the 2006 Management Council has planned the following events for the year:

- March: Tax panel
- April: Your 30 second "elevator" introduction
- May: Time Management
- June: evening Luau
- July: Health and fitness panel
- August: Meeting in Shepherdstown at The Clarion
- September: open
- October 4- 4th Annual Women in Business Expo
- November: Open
- December: evening Holiday Gala

For Sale: Binders for Sale: 36 blue 1" 3 ring binders for only \$20—cash and carry from the SBDC at 400 W. Stephen St., Martinsburg. Call Chris at 304-260-4382 to arrange the pick-up. If they are not sold by April- we will identify a non-profit or school project to donate them to.

New SBA tool for women: The U.S. Small Business Administration has launched MY BIZ for Women a new online tool designed to provide comprehensive business information and assistance to women entrepreneurs at <http://www.SBA.gov/women>.

Congratulations to Wilma Jones: Wilma Jones of RE/Max Success has been elected the 2006 President of the West Virginia Board of Realtors.

WHERE ARE THEY NOW?

Have you wondered what has happened to some "old" Members? If you have information to share, please do so.

Leslie See: On the 2001 & 2002 Management Council, is

now the Director of Enrollment Management at the CTC of Shepherd. Unfortunately their Board of Governor's meets the first Wednesday of each month at noon and Leslie has to attend those meetings. She can be reached at 304-260-1752.

Melanie Files: On the 1998 Management Council, has retired from 33 years of teaching Science in Morgan County and has set up her consulting form of "The Files and Lowman Road Show Company" that presents workshops for teachers. She can be reached at 304-263-1956.

Holly Morgan Frye: Founding Member, is now the Director for Student Community Services & Service Learning at Shepherd University. As such she is planning a trip of Shepherd students to New Jersey to help build a Habitat for Humanity house over the student's spring break. Her phone number is 304-876-5402.

WHAT IS TAHITIAN NONI ® JUICE? WHAT CAN IT DO FOR ME?

By Jennifer Foster

TAHITIAN NONI ® Juice is a natural juice supplement made from the noni fruit. This pure noni juice puree from French Polynesia is combined with natural grape and blueberry juices and is uniquely blended in a proprietary formula. TAHITIAN NONI ® Juice is not made from dried or powdered noni, and does not contain corn syrups, water or other additives.

The ancient Tahitians knew that all aspects of the noni plant - the leaf, the seed, and the fruit - are packed with health enriching compounds and antioxidants. This miraculous plant is one of the most exciting discoveries of the last century.

One of the areas of the body most affected by the power of noni is the immune system. Noni supports the body's natural ability to counter disease and infection. Noni users have reported higher energy levels and a greater general sense of well-being. Physical performance, mental clarity, as well as attention span are benefited. Nutrients are better absorbed at the cellular level. TAHITIAN NONI ® Juice is high in antioxidants, aiding in the eliminations of harmful free radicals in the body.

Forbes.com reported in December 2005 about a double-blinded, placebo-controlled clinical study by Dr. M.Y. Wang (1) conducted at the University of Illinois. It found that not only was TAHITIAN NONI® juice high in antioxidants, but the results of the study indicated that TAHITIAN NONI® Juice may protect individuals specifically from oxidative damage induced by cigarette smoke.

Millions worldwide have incorporated TAHITIAN NONI® Juice and other products from Tahitian Noni International into their daily lifestyle. This miracle of the ancients can enrich your life and enhance your overall health. Knowing what we do about the countless benefits noni offers, our question should not be, "What can noni do for me?" but rather, "What can't noni do for me?"

Jennifer Foster is an Independent Distributor with Tahitian Noni International. You can contact her at: 304-283-5747 or foster800@aol.com. Visit her web site at: www.tni.com/foster.

LOCAL REALTOR® EARNS SENIORS SPECIALIST DESIGNATION

Submitted by Marilyn Braithwaite

Seniors who need advice about their homes and rental properties can turn to Andrea Burke, a REALTOR® with Re/Max Success Realty in Martinsburg. Burke, who has been in real estate since 2003, recently was awarded the Seniors Real Estate Specialist (SRES) professional designation by the Senior Advantage Real Estate Council in Murphys California.

Seniors Real Estate Specialists help seniors make wise decisions about selling the family home, buying rental property, managing the capitol gains and estate tax implications of owning real estate, obtaining a reverse mortgage, moving to a senior community, and other issues. By earning the SRES designation, Burke has demonstrated that she has the requisite knowledge, experience and expertise to be a seniors real estate specialist.

The Senior Real Estate Council tracks the special issues and needs of senior property owners and provides education to REALTORS® who make seniors an important focus of their business. The SRES designation was introduced in 1997 and is nationally recognized. Burke can be reached at 304-596-5500 or visit her website at www.BuyAndSellWV.com

Marilyn Braithwaite is a broker with RE/Max Success Realty. You can contact her at 304-596-5500 or marilynbraithwaite@mris.com.

Andrea Burke is a broker with RE/Max Success Realty. You can contact her at 304-596-5500.

SCRAPBOOKS AND YOUR BUSINESS - GOALS

by Carolyn Winslow

Most every technique that is used in scrap booking art, you will use in digital art and creating your business on the Internet. What better place to begin than with what you really want out of life. What are some basics that are the same or similar? There is a focal point to the page. There is a banner or headline. There are graphics or pictures. There is text. They sound the same to me!

Graphics (a picture is worth 1000 words - especially on the Internet) But don't use graphics just for the sake of using graphics, make sure they enhance and not detract from the message. The same holds true in both a scrapbook or in a web site. The graphics, the pictures should be able to communicate in themselves. In the flower shop, the windows were our silent salesmen. On line, the graphics and pictures used become the silent salesmen.

Scrapbooks are definitely a passion for me. I enjoy the recreation built into the hobby, and I also know the power they can have over building a life. I enjoy them so much that I am an Independent Representative for a newer scrapbooking company named Leaving Prints, and am part of the design team at Scrapbook Garden in Martinsburg.

I have been scrap booking for much much longer than it became the popular thing to do. It is amazing to me how much this industry has grown in recent years and what an art form it has become. I have two loves really - the scrapbook and the computer. As a matter of fact, it was the scrapbook that involved me in learning web design. My motto became,

"if you can create a scrapbook page, you can create a web page."

Tony Robbins teaches that most people think, feel, or visualize to learn or to grow. Women for the most part are extremely visual. Because they are, the scrapbook is the very best way to make dreams a reality.

Walt Disney said, "A dream is a wish your heart makes." Everyone has dreams, they have wishes deep in their heart but how do they make them come true. The song goes on to say, "have faith in your dreams and someday..." I am here to tell you, put those pictures in a scrapbook, look at them every day and that someday will be here before you know it.

I know that it was a real problem for me to visualize what it was I wanted when all I could do was think in negatives. All I could think of is "I don't want..." Well, let me tell you all that gets a person is just exactly what they don't want. When I read the book *Psycho Cybernetics* by

Dr. Maxwell Maltz my life took a new direction. He said visualize, but I just didn't know how. All I could see was all the negative things that had been happening in my life, the fact that I was a single mom with no real skills I would look at my little girls and wonder what kind of a life they would have. So we started (my little girls and me) setting goals. Yes, they were little but when they would get excited - guess what? I would too!

Scrapbooks are visual. It is probably the best way to see and believe. It is true, when you can see it, you can believe it. Napoleon Hill said "What the mind can believe, it can achieve." The only job you have is to make the mind believe it. What does it take to do that? It takes 1. A very clear outline of what it is your want, and 2. Focus on that until you get what you want. Creating your life, your future with pictures is an incredible and inexpensive way to make your mind see and believe.

We went house hunting. They picked out colors for their own room and we put the swatches in our scrapbook. We would go furniture hunting and they would cut out the pictures and put them in the book. We arranged the rooms like playing paper dolls and soon enough the pictures weren't so much just pictures they were a life that was beginning to develop right before our eyes.

Think about the logic here for just a minute. When an architect builds a house does he go out and hire carpenters, electricians, and other workmen? No, first he might sketch a description of the property to be constructed. He might wake up in the middle of the night from a dream and draw a quick sketch of the building. He might meet with everyone concerned with the project and brain-storm what this building is to be used for and gather ideas and more ideas. Then he would sort through the idea and begin to make drawings that eventually become artists renderings complete in every detail. Then the drawings might become a miniature of the property set in the surrounding area. Then it would become blueprints with details down to the placement of every nail and screw. Look at this again. Every bit is VISUAL.

Finding Pictures: In your goals scrapbook, you need and
March 2006

want to put YOU into the picture. If you want a new car, go have your picture taken in the car of your choice. When you take the car for a test drive, if it is at all possible take it home. Take a picture of it in your driveway. If your goal is a new house, then go house hunting with your family. Find the one you truly love and take pictures.

Suppose you want to go on a long trip or a cruise. Pictures are easy to find at your local travel agency. You can even go online and get digital images of far away places.

After you get your pictures you work on what it will actually take to go on that trip or on that cruise. How much would you have to earn in order to take that cruise? Break that down now into a budget. Don't leave not one single detail to the imagination. Being specific is a very important part of this exercise.

Do you think this idea of working in a scrapbook is a silly thing to do? What is it you are willing to do to extend yourself to get what you want? If you won't even take the time to visualize what you want, how in the world are you going to discipline yourself to doing the real work behind making the pictures come true?

What does it take to design a goals scrapbook?

Supplies: This doesn't have to be a big book, but it should be one that you will be proud of sharing. Good adhesives, and paper. The more design you put into it, the more emotion you will be getting involved. When there is desire that comes from deep emotion there is more drive.

A Title Page isn't vital but you should be thinking about your purpose for creating a goals album.

A Dedication - To my _____

I have a dedication to my daughters so it reads:

"I have always wanted you to know me and who I really am so when I am no longer with you, you will be able to look at this album and know how I felt about what I did and the decisions I made in my lifetime."

Layout: It takes a two page spread in a scrapbook for every goal. The before page includes what you want. The after page is definitely a picture of you in possession of the goal. (The scrapbook can also become a manual for your children or employees that explains exactly how you did something.)

Include a questionnaire form answering some very important questions Was achieving this goal everything you thought it would be? Did it take the amount of time you thought it would? Would you do it again? What was the hardest part? What was the biggest reward in realizing this goal? Who is the most proud or excited?

No one can tell the story of your family, your dreams, or your business like you can. Put it in a scrapbook first. This is exactly what I do when I work with a new business to create or design a web site. We put the thoughts, the ideas, the stories, the composition in a scrapbook.

Carolyn Winslow is CEO at WinAssoc & The Winning Way You can contact her at 202-517-1553 or cwin@winassoc.com. Visit her web site at: www.cwinonline.com

TIPS ON MAKING YOUR POWERPOINT PRESENTATIONS MORE ATTRACTIVE AND EFFECTIVE

By Jennifer Irving

When giving a PowerPoint presentation, you want the presentation to enhance your speech, not replace it. The slides should contain keywords and basic ideas so the audience knows where the presentation is headed, not your entire speech. You want the audience to focus on you and what you're saying, not reading slides on the screen.

Keep the wording clear and simple, cutting out unnecessary words. Try to pare down the information. Cut paragraphs down to sentences, sentences into phrases, and phrases into key words. Also, limit the number of words and lines per slide. You don't want a slide full of text, anything meaningful on the slide will be lost. If too much text appears on one slide, use the AutoFit feature to split it between two slides. Click within the placeholder to display the AutoFit Options button (its symbol is two horizontal lines with arrows above and below), then click on the button and choose Split Text between Two Slides from the submenu.

Font size for titles should be at least 36 to 40, while the text body should not be smaller than 24, and use bold or italic typeface for emphasis.

Use colors sparingly. A suggestion is to use one color for all the titles and another for the text body.

Capitalize the first letter of each word for the title of slides. When using bullet point, capitalize only the first word unless they normally appear capped. If you have text that is in the wrong case,

select the text, and then click Shift+F3 until it changes to the case style that you like. Clicking Shift+F3 toggles the text case between ALL CAPS, lower case, and Initial Capital styles.

To make presentations easier for the audience to read, please keep the following in mind. Don't center bulleted lists or text. It makes the text confusing to read. Also, use bar graphs and pie charts instead of tables of data. You want to make the information easy to understand, and tables will require them to read the slide, instead of listen to you.

To ensure that the presentation will look the same on the presentation computer as your computer, make sure to embed the fonts in your presentation. To embed the fonts: (1) On the File menu, click Save As. (2) On the toolbar, click Tools, click Save Options, select the Embed TrueType Fonts check box, and then select Embed characters in use only.

Remember, run 'spell check' on your presentation when finished.

One last hint. If you want your presentation to directly open in the slide show view, save it as a slide show, instead of a PowerPoint file.

To do this: On the File menu, click Save As; In the Save as type list, click PowerPoint Show. Your slide show file will be saved with a .pps file extension. When you double-click on this file, it will automatically start your presentation in slide show view. When you're done, PowerPoint automatically closes and you return to the desktop.

Jennifer Irving is a Virtual Assistant with Executive Administrative Solutions. You can contact her at 304-671-1822 or jennifer@execadminsolutions.com. Visit her web site at: www.ExecAdminSolutions.com

PBWA

