

the Connector

November 2004

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

Vol. 04/Issue 11

networking notes

PBWA: Monthly Networking Meeting

Wednesday, November 3, 2004, noon to 1:30

The Purple Iris at Hartwood

1409 Winchester Avenue, Martinsburg, WV

Meal cost: \$12/payable to PBWA

Speaker: Diane Mickelson,
"Destressing the Holidays"

PBWA: Thursday, November 18, 2004

8:30 to 9:30 a.m

Shepherdstown Breakfast Networking Meeting

Shepherdstown Sweet Shop

German Street, Shepherdstown.

Phone: 304-876-1000

PBWA: Holiday Gala, Monthly Networking Meeting

Wednesday, December 1, 2004

6pm to 8pm

The Purple Iris at Hartwood

1409 Winchester Avenue, Martinsburg, WV

Meal cost: \$25; Reservations required; Invite and reservation form will be mailed to all members

ELLEN HOFFMAN LAUNCHES ARGENTINA WINE TOUR BUSINESS

PBWA Member Ellen Hoffman announces creation of her new business, "Amazing Mendoza Tours," which organizes and escorts travelers to wineries, top restaurants and other attractions of Argentina's wine country. The first tour is scheduled for February 5-12, 2005. You can read about the details at www.amazingmendoza.com

Nestled in the foothills of the snow-capped Andes mountains, Mendoza is both a province and a city. It's fast acquiring a reputation as a destination for wonderful wine, food, climate and scenery. Spectacular views of Aconcagua, the highest mountain in Latin America, can be seen within a few minutes' drive from the city, and the vineyards, some as high as 5,000 feet above sea level, are silhouetted against the tallest mountains.

The city itself is also an attraction, with its sophisticated restaurants, sidewalk cafes and a vibrant artistic and cultural scene, all clustered within convenient distance of five tree- and flower-filled public squares.

PBWA members know Ellen mostly as a writer and speaker on topics related to personal finance and retirement. However, she is fluent in Spanish, and has served as cultural guide for trips sponsored by the Smithsonian Institution and the National Trust for Historic Preservation. She's also a professional travel writer, the author of two travel books, and contributor to numerous travel guides, national newspapers and magazines ranging from The Washington Post to Business Week and Frequent Flyer.

The idea to organize the tours grew out of the decision by Ellen and her partner Riccardo Accurso (of Ricco jewelry gallery in Shepherdstown) to buy a house in Mendoza and live there part of the year.

The February tour will have four themes:

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Wine and wineries: Tastings, talks by experts and visits to wineries;

Gastronomy: Dining on delectable meals featuring Argentina's famous beef, mountain trout and excellent organic produce—in settings ranging from the garden of a vineyard, to the most elegant urban restaurants;

Art and Culture: A tour of artists' studios and visits to local handicraft fairs
And a tango evening; and

Scenery: A trip into the heart of the stunning Andes mountain range, for a close-up view of rainbow-colored peaks over 20,000 feet high, and the lush green valleys between them.

Cost of the introductory tour, which includes seven nights at a luxury hotel, most meals, wine-tastings, local transportation, guides, etc., is \$2,100 per person. (Plus single supplement for individual travellers.) Participants will arrange their own air transportation. Ellen and Riccardo will be full-time escorts.

For more information, check the website at www.amazingmendoza.com or call Ellen at 304-876-2243.

WORKSHOP ON INTEGRITY IN THE WORKPLACE: "ADDRESSING ETHICAL DILEMMAS BY MAKING PRINCIPLED CHOICES"

The Objectives will be: (1) to increase awareness of integrity issues in the workplace; (2) to promote greater commitment to integrity-based core values and behaviors/practices; (3) to improve discernment in taking appropriate and timely actions to addressing "ethical dilemmas" in the workplace, based on practical principles and relevant case studies and discussion (and with application to other areas in our lives)

WHY: Given the high growth of Berkeley County and rapid changes taking place in the Eastern Panhandle, it is important to promote and encourage high ethical standards and practices for promoting a desirable quality of growth and change in our community.

WHO/Participants: Community leaders from the public, private, and non-for-profit sectors from Berkeley County/Eastern Panhandle. There will be limited capacity for this workshop (about 16 participants), so interested persons are encouraged to sign up as soon as possible. This workshop is a series of ethics workshops over the past 1 year; there have been 4 similar workshops held

over the past 2 years, with very positive feedback from the participants. Be a part of a growing circle of persons wanting to make a positive difference by doing the "right" thing, in a work environment where many issues are in the "gray" area. It is being co-sponsored by: Ezekiel's Place Retreat Center, Christo & Christo Business Associates, & Berkeley County Chamber of Commerce/Ethics Committee.

WHEN: Friday, November 12, 2004, from 8:30 a.m. to 2:30 p.m. (snacks and lunch)

WHERE: Ezekiel's Place Retreat Center (near Martinsburg, off Dry Run Road, or off Back Creek Valley Road). For details on directions, visit website: ezekielsplace.com

RESOURCE SPEAKERS/PERSONS: Several experts on business and community ethics. Monia Christo, Dr. Ed Grove, and Dick Anson. Participants will also play an important role.

COST/CONTRIBUTION: Each participant is requested to contribute \$15 to cover the direct costs of the workshop. Resource speakers are providing their services at no charge as community service.

Please confirm your participation not later than October 30, to Dick Anson (Co-Director of EP, 754-6563, or ezekielspl@aol.com). For further details on the agenda and resource speakers, please visit the website: www.ezekielsplace.com, under Activities. A detailed agenda will be sent to you prior to the workshop.

RPM CONSULTING PRESENTS EXCELLENCE IN CUSTOMER SERVICE WORKSHOP

In conjunction with cosponsors Main Street Martinsburg, Martinsburg Chamber of Commerce, CTC Shepherd SBDC, and Harpers Ferry Main Street, Monia Christo facilitated "Red Hot Customer Service" for local businesses.

Approximately 40 people participated in the Oct. 18 workshop held at CTC Shepherd to learn more about keeping customers happy and getting new customers to try their products or services.

Monia conducted a three-hour interactive experience for the businesses and organizations in attendance. Questions that were explored:

"Who is your customer?"

"What does your customer really want from you?"

"Do you communicate effectively with your customer?"

"What tools do I need to build better customer service?"

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“What is my organization’s mission in the marketplace?”

“Where do we go from here?”

Attendees left the workshop with a training manual that contained further quizzes, questionnaires, and sample formats to address issues in their business activities. Evaluations of the workshop revealed a strong interest in continued improvement of customer service with the need for more training in the field.

Attendees also rated RPM’s presentation as well above average to excellent in nine out of nine categories.

If your organization needs effective human resource development for CEO’s, staff, and other employees, contact RPM Consulting at 304-876-6591 or rpmconsulting@citlink.net for information and referrals.

Accelerating Organizational Excellence in the workplace is our goal. Your success is our success.

PROFESSIONAL BUSINESSWOMEN’S ASSOCIATION FINANCIAL STATEMENT

January 1, 2004 through September 30, 2004

Starting Cash: \$475.44

INCOME:

Renewal dues \$ 2,025.00

New Dues 1,140.00

Expo exhibit 25.00

Meetings 2,677.00

TOTAL INCOME: \$ 5,867.00

EXPENSES:

Meetings \$ 3,273.58

Website 318.00

PO Box rental 38.00

Directory printing 210.62

Directory postage 78.13

Membership postage 24.50

Expo: postcards 179.14

Postage 170.00

Newsletter postage 162.80

TOTAL EXPENSES: \$4,454.77

Net Income YTD: \$ 1,412.23

09/30/04

Cash \$1,887.67

COMMUNITY COLLABORATIVE— WORKSHOP ANNOUNCEMENT

BOARD DEVELOPMENT

“But, I Don’t Know Anyone like That:” Avoiding Common Mistakes in Board Recruitment, Management, and Culture

Friday, November 5, 2004, 1:00 - 4:00

Community & Technical College of Shepherd, Martinsburg, WV

\$30 registration fee for first organization representative

\$20 for every additional representative of the same organization

In the excitement of operating a nonprofit, leaders are often delighted and grateful to work with their friends and colleagues to realize an inspiring mission. Your nonprofit needs to grow—but it may have a board that is reluctant to raise funds, doesn’t know anyone who could, and doesn’t want to relinquish the fun and creativity of running programs. Redirecting a board at this point can be a painful process, resulting in hurt feelings, disrupted operations, or even the dissolution of the organization. This workshop presents a basic overview on setting up an infrastructure for successful board development and troubleshooting right from the start.

“But, I Don’t Know Anyone like That” is designed for founders, board members, and executive directors of nonprofits looking for new ideas and systems to advance their organization with full board involvement. Two or more representatives from your organization are encouraged to attend, with special discounts available. Space will be limited. Please go to <http://www.ewvcf.org/workshops.html> to reserve your space or call Amy Owen at 304-26264-0353

Sonja D. Carlborg, a successful grant writer and nonprofit administrator for twelve years, will lead the workshop. Currently living outside of the Washington, D.C. area, she has taken on a variety of roles in the nonprofit world, from membership director, to executive director, to fundraiser. As a consultant, her clients have included the University of Maryland, American University, Rails-to-Trails Conservancy, Metropolitan Memorial National United Methodist Church, Pyramid Atlantic Center for Contemporary Art, the Corcoran Museum and College of Art and Design, The Shakespeare Theatre, American Hiking Society, Sheppard Pratt Health System, The Society for the Arts in Healthcare, Hoop Dreams Scholarship Fund, and others.

The Community Collaborative is a partnership of the Eastern West Virginia Community Foundation, Shepherd University, United Way of Berkeley & Morgan Counties, and United Way of Jefferson County.

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QUICKBOOKS FUNDAMENTALS CLASS

CoxHollida LLP and the Small Business Development Center (SBDC) will present an all-day "QuickBooks Fundamentals" class on November 10th at CTC, Martinsburg for \$129 that includes book, trial software and lunch. Register on-line at www.shepherd.edu.sbdweb by November 5th.

KUDOS FOR EXPO

Just a quick note to say thanks to you and all the PBWA governing council. Yesterday's Expo was excellent in every regard, I thought. Super location, perfect size room, great displays, good turnout, tasty food and punch, generous door prizes, good publicity, thoughtful planning, all around fine effort. I enjoyed my time there and felt it was a meaningful event. Way to go!

Yours truly, Joan Snipes



P.O. Box 2586 Martinsburg, WV 25402

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

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