

# *the* Connector

October 2005

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

Vol. 05/Issue 10

## networking notes

### **PBWA: Women in Business Expo!**

**Thursday, October 6, 5:30pm-7:30pm**

Holiday Inn, Martinsburg

Remember: It's free to the public,

**SPREAD THE WORD!**

### **NETWORKING BREAKFAST**

Wednesday, October 19, 2005\*

8:30 to 9:30 a.m.

Shepherdstown Breakfast networking Meeting

Shepherdstown Sweet Shop

German Street, Shepherdstown

Phone: 304-876-2432

*\*Please note, the networking breakfasts are now on the third WEDNESDAY of each month.*

### **MONTHLY NETWORKING MEETING**

Wednesday November 2, 2005 Noon to 1:30

The Purple Iris at Hartwood

1409 Winchester Avenue, Martinsburg, WV

**Bring canned goods, to donate to the needy!**

### **NETWORKING BREAKFAST**

Wednesday, November 16, 2005

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 December 7, 2005

The December meeting will be our Holiday Gala - an evening dinner at the Purple Iris at Hartwood in Martinsburg. Details to come.

**Bring new, unwrapped toys to donate to the needy!**

**PBWA**

Professional Business Women's Association

### **NEW MEMBER CORNER**

Traci Morris:

Founder, Organized at Last, LLC

### **NOVEMBER MONTHLY MEETING**

As usual, the luncheon will be held at the Purple Iris at Hartwood in Martinsburg. It will be held on November 2, at noon. **We're asking if people will donate canned goods for the needy in our area. Just bring them to the luncheon, we'll take care of the rest.**

### **DECEMBER HOLIDAY GALA**

Yep, it's that time of year already! The December holiday Gala will be held on December 7th. The cash bar will open at 5:30 and dinner will be served around 6:00 pm. Watch your mail box for the invite, we'll need your RSVP and payment to cover the dinner. Details to come on exact cost and meal options.

**We're also asking if people can donate new, unwrapped toys - just bring them to the Gala.**

### **DISASTER PREPAREDNESS PRIMER**

*By Traci Morris*

While I am by no means an expert in disaster preparedness, in my career as a Professional Organizer I am constantly on the alert for any information to make life more simple, safe, and stress-free. In the wake of Hurricane Katrina, many email lists, web sites, and message boards have been filled with some great advice. I will not attempt to give a complete, detailed listing. More detailed information is available from the government at the following link:

<http://www.ready.gov/index.html>

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## AUTHORIZATION NEEDED

We would like to make all the links and emails in the Member Directory on the PBWA web site active links (clickable) but need your written permission first.

Make my email\* an active link. My current email: \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Make my web site link an active link.  
My current web address: \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Signed: \_\_\_\_\_

If you would like your links active and have not already done so, please sign and mail this form to:  
PBWA • P.O. Box 2586 • Martinsburg, WV 25402

\*Note: Anti-SPAM measures are being used on the site to help prevent your information from being harvested.

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The simplest methodology for disaster preparedness, in particular home evacuation, relies upon the humble backpack. Whether due to fire, gas leak, natural disaster or a directed attack, the following items stored in consistent place will give you the tools to act in frightening circumstances and not be paralyzed by fear, indecision or lack of knowledge.

Every family member is assigned a backpack with their personal items (clothing, food, blanket and money) contained inside.

Larger items should be packed away in a Rubbermaid storage container. Remember to keep it small enough to carry easily!

You should keep one gallon of sealed drinking water for each member of the family on hand. This is small enough to carry and could literally be a lifesaver. I rotate mine out on a regular basis. I purchased four initially (for my family of four), and wrote consecutive months on each, beginning four months in advance of the purchase date. I began this in September, so I marked them January, February, March, and April. Every month I put one in the refrigerator, purchase a replacement and "add on" to the months listed (i.e., in October I will buy a gallon and mark it with the month of May). This ensures that the water we have on hand is fresh and pleasant to drink.

Backpacks should contain the following, in addition to any items specific to your circumstances:

- Change of clothing and appropriate outerwear for your environment

- Emergency blanket
- Small towel
- \$40 in cash
- \$5 in change
- Dried fruit
- Nuts
- Crackers
- Tomato or Orange Juice
- Granola bars
- Beef Jerky (for carnivores)
- Can of tuna
- Canned beans (for vegetarians)
- Can Opener
- Hard candies or lollipops
- Instant soup packets, hot chocolate packets
- Small First Aid kit
- Paper and pencils
- Utility knife (can be used to sharpen pencil in a pinch)
- Cell phone
- Toiletries (including feminine products and toilet paper, sold in travel sizes now!)
- Diapers (consider a few cloth diapers and rubber covers in lieu of disposable)
- Waterless hand sanitizer
- Matches or cigarette lighter
- Candles
- One week's worth of prescription drugs or any frequently used OTC medications in their original container, which lists your doctor and pharmacist
- "Water purifying" drops, available at most outdoor stores

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The family Rubbermaid container should hold the following:

- Ax
- Shovel and Bucket (both available in collapsible, lightweight models)
- Battery powered radio and light
- Batteries
- Camp stove and Fuel
- Disposable plates, cups, bowls, silverware
- Aluminum Foil
- Garbage bags

Have dog collars, leashes or pet carriers (and documents summarizing veterinary care and vaccinations) in a consistent place.

Seal COPIES of personal documents and in Ziploc bags. Each person should carry their own, and the entire family's copies should be placed in the Rubbermaid container.

In the event of an emergency, each person in the family is responsible for finding and carrying their own backpack and gallon of water and ensuring they are wearing comfortable shoes. One person should have primary responsibility for picking up the Rubbermaid Container.

Please do not look at the above article and find it too daunting to begin. Start slowly, knowing that every step you take will prove helpful. Start with gathering the backpacks (or even sturdy trashbags until backpacks can be purchased) and water. Add to them as time and monetary resources permit. A good rule of thumb is to check the contents for freshness twice a year, and the spring and autumn time change may work well as a reminder.

*Traci Morris is the founder of Organized At Last, LLC. She has been building essential organizing skills throughout her previous careers. Her B.S. in Physics has allowed her to use her analytical skills in a variety of ways: writing threat taxonomies as a defense contractor; managing the readiness of 225 hospitals' laboratory information systems in preparation for Y2K; and performing as a business process engineer.*

*Perhaps most importantly, however, she recently lived for five years in a 200 year old farmhouse with a husband, two small children, two dogs, and one closet! She is currently living the dream of all organizers in her new home, which came complete with six cedar-lined closets.*

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## DO I NEED A WEB SITE? SOME MYTHS AND FACTS

*By Terry Kent*

The following is a collection of myths and facts based on actual questions we've been asked by potential clients over the years. It might prove helpful if you're trying to decide on creating a web presence or if you think you might need to "step up" your web site.

**Myth: I don't need a web site, I advertise in the yellow pages.**

**Fact:** In today's economy, every business needs to use every marketing tool at their disposal to get their business visible to their market.

**Myth: I don't need a web site, I have a brick and mortar store.**

**Fact:** More than ever, people are going to the web to find services, products and even the location of retail stores. It is expected that a credible, reliable business will have at least one web page with contact information on it.

**Myth: I don't need a web site, I'm not trying to reach a global market.**

**Fact:** Web sites can be optimized to your specific local market.

**Myth: A web site is too expensive and out of reach.**

**Fact:** A web site should be planned into your marketing budget. You can expect to spend around \$1,000 on a professional 5-10 page informational web site.

**Myth: I can have my nephew build my web site; he's taking a class in web design.**

**Fact:** It takes skills and experience to create an effective web site that will actually sell your

products and services. If you entrust people without skills to create your marketing collateral, are you creating the image of a successful business?

**Myth: If I build it, they will come.**

**Fact:** Just building a web site does not guarantee traffic. Just like you have to get your business card into the hands of people, you also have to get your web site in front of people. You need a professional web design firm that has the experience and skill to build your site AND make it available to your potential customers.

*Terry Kent is Co-Founder and Co-Owner of The Write Market, LLC. ([www.thewritemarket.com](http://www.thewritemarket.com)). She has been designing web sites for over 7 years and doing various forms of graphic design for about 25 years! The Write Market specializes in helping existing businesses grow, and their clients cover a wide variety of fields such as: arts and entertainment, accounting, sciences, retail and service oriented businesses as well.*

**DBWA**

**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](mailto:terry@thewritemarket.com)

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