

Horizons

the monthly publication of the Business & Professional Women of Raleigh - Women Helping Women

August 2003, No. 54, District IV, Raleigh, NC
Mary Ellen Randall, President

Peggy L. Gooch, Editor, plg@jpass.net
www.pagesz.net/~raleighbpw

August Meeting

DATE: August 26, 2003
TIME: 5:30 pm - Networking
6:15 pm - Dinner and Meeting
PLACE: Embassy Suites (Crabtree)
4700 Creedmoor Rd.
(entry off 2nd level parking deck)
PROGRAM: Empowering Ourselves Safely
Raleigh Chief of Police Jane Perlov

Meeting Reservations

MEMBERS – To make a reservation or to cancel a standing reservation, visit our website: www.BPWRaleigh.org, or call the message line at 919.899.5043 by **noon Friday, August 22**. If you have a standing reservation and can not attend a meeting, you must cancel; otherwise, you will be billed for the meal. Once reservations are guaranteed to the hotel on Friday afternoon, they must be paid at the door or billed as a “no show.”

GUESTS - To make a reservation, please send a check for \$25 to “BPW/raleigh” to:

BPW Raleigh
PO Box 90301
Raleigh, NC 27675

Checks must be received by noon Friday, August 22, in order to guarantee your reservation.

AUGUST MENU Mixed Field Greens
Chicken Divan
Broccoli with Cheese
Spiced Apples
Freshly Baked Bread w/butter
Lemon Pie
Coffee/Tea
Vegetarian Alternative:
Pasta Primavera

IMPORTANT: If you want the vegetarian alternative, you must specify at the time of reservation. Menu changes can not be made at the meeting without extra cost.

Programs Update

Margaret Rosenfeld

To kick-off our year of "Empowering Ourselves", **Raleigh's Chief of Police, Jane Perlov** will be speaking at our August 26 meeting on the topic "Empowering Ourselves Safely." Chief Perlov will address safety issues specific to women and also discuss how her career path led her to becoming Raleigh's first female chief of police. We expect Chief Perlov's speech to be both informative and empowering - please come armed with many questions for her.

For our first meeting of the new year, we also issue a **CHALLENGE** to all Raleigh-BPW members to help expand our membership: we ask each member to bring at least one guest (if not more) to the August meeting. The August meeting will include a special surprise networking activity during the networking period (which begins at 5:30) to help integrate all the guests. In addition, there will be a business card exchange during dinner, so please bring along at least 7 business cards (or the equivalent).

2003 Calendar of Events

September

- 3 Board Meeting (6:15 pm) - Ascot Technologies
- 23 Monthly meeting (5:30 pm) - Embassy Suites, Crabtree

October

- 1 Board Meeting (6:15 pm) - Ascot Technologies
- 18 Spotlight on Women Conference - Asheville
- 19-25 National Business Women's Week (NBWW)
- TBA NBWW Celebration

President's Message

Mary Ellen Randall

What an exciting year we have ahead! In July, we held a planning meeting to map out the year ahead. At that time, the leadership team modified our mission statement to reflect our goals for the year ahead:

To empower women to fully achieve their potential through networking opportunities and educational and developmental programming.

Everyone looks for something different from BPW, but our underlying commonality is **business**. So this year, we will provide you tools to improve in business, personally and professionally. These tools will help each of us "**Empower Ourselves!**"

Cathy Smith leads our fundraising committee. Thank you, Cathy! Cathy will be responsible for all our money-making activities: birthday bonus, foundation, and meeting sponsorships. A special way to help Cathy is to stay alert for potential meeting sponsors. Meeting sponsors help to fund our programs at BPW. Birthday bonus and foundation fund scholarships to support other women.

Our programs, led by **Margaret Rosenfeld**, are planned for the year. Thank you, Margaret! You can pick up a flyer at our next meeting, see page 7 of this newsletter or see them at our website www.bpwraleigh.org. **Shiloh Burnam** did an outstanding job at developing our site and keeping us informed. Thank you, Shiloh!

Laura Hartwick leads our membership committee. Laura has many surprises this year not only to help us raise membership, but also to enhance our experience at our monthly meetings. Thank you, Laura! Laura has enlisted the help of several members to make this a powerful committee for the coming year.

It was exhilarating to meet with all these ladies and the entire leadership team. We will do our best to pass that exhilaration on to you, so we all can "**Empower ourselves!**"

BPW/USA National Conference Rocked!

Terry Kilmartin, BPW/NC President Elect

This year's BPW/USA National Conference in Cleveland, OH was attended by Raleigh members **Cevin Moran and myself**. Cevin served as the BPW/NC Young Careerist and represented both Raleigh and NC very well. She had great stage presence when she walked up to the podium in front of 750 attendees to introduce herself, and was hardly seen that week by the other NC delegates as the YC program kept her very busy in a variety of activities!

I attended as 2003-2004 BPW/NC President-Elect, and acted as scribe for NC. I will have an article in the next issue of the *Tar Heel Woman* detailing the events and news from the Conference, including all of the FUN we had.

For those of you who have not been to a National Conference, please start planning now to attend next year's Conference which will be held at the Wyndham's Bonaventure Resort/Spa in Ft. Lauderdale, FL from July 13-17, 2004. It will be my year as BPW/NC President, and I would like nothing better than to have the entire Raleigh membership there to share in the fun, excitement, great speakers, and learning experience of National Conference.

Brief glimpses of both Cevin and I can be found on the BPW/USA web site in the Conference's Photo Essay located at <http://www.bpwusa.org/Content/Home/2003NationalConference/2003ConfIntro.htm>. Cevin was snapped in the YC photo, and I was caught in the "Cindy's Stars" photo. (Hint: we were both wearing something pink.) Let's hope next year we have many more photos of Raleigh members as part of the North Carolina delegation!

July Planning Meeting

Nancy Smith, Recording Secretary

Attendees: **Mary Ellen Randall, Margaret Rosenfeld, Jennifer Farley, Laura Hartwick, Anita Baxter, DeAnn Spell, Nancy Smith**

The annual planning meeting/board meeting began with a brainstorming session to update the local mission statement. The result is:

To empower women to fully achieve their potential through networking opportunities and educational and developmental programming.

Committee chairs presented updates and 2003-2004 objectives.

Programs – Margaret Rosenfeld

Margaret has organized all the programs for the new season and the information is available on the website and a flyer for ease of distribution.

Membership – Laura Hartwick

Laura will develop measurable goals including membership renewal goals. A membership goal of 100 was agreed upon for the new year. The focus will be on improving networking at the Monthly Dinner Meetings and giving the group more of a "business focus". A number of ideas were also presented to improve the experience of our guests and increase the guest-to-member conversion rate.

Fundraising – Cathy Smith

Goals are being firmed up and include the following:

- Define a fundraising strategy to offset expenses and contribute to the scholarship fund
- Ensure one outside sponsor per meeting
- Charge for web links and web advertising

Finance & Budget – Jennifer Farley

Jennifer presented last year's financial statements and a budget proposal for the new year which was reviewed in detail during the meeting. Jen will adjust the new budget to include proposals and motions passed and will bring it to the next meeting for approval.

A motion was passed to contribute up to \$300 to help defray National Meeting travel expenses for Cevin Moran, the North Carolina YC Candidate.

Additional sponsorship, web link and web ad ideas were discussed to raise income for the new year.

Directory – Nancy Smith

Nancy presented a "mock up" for the directory; others will add content and we'll review the results at the August board meeting. We are hoping to print a portable version and update it quarterly.

ID – Katherine Sliva

The WI classes went well and we will revisit the topic next spring to decide whether to do ID or WI in 2004.

Logistics – Anita Baxter

Due to an impending dinner price increase from Embassy Suites, Anita is researching alternatives for the new year. She will present the results of her evaluation at the August board meeting.

Scholarship – DeAnn Spell & Margaret Rosenfeld

DeAnn & Margaret will recruit another member.

By-Laws – DeAnn Spell

DeAnn will review the by-laws and provide a report at a future board meeting.

NBWW – Mary Ellen Randall

It's time to form a committee for October NBWW. We will work with Triangle BPW the same way we organized the meeting last year.

Women in Business Awards

Presented by Triangle Business Journal

Willing members of BPW/Raleigh sponsored a table at the 2003 Women in Business Awards sponsored by the *Triangle Business Journal* on August 7. An audience of 550 people assembled to show support for 26 triangle women of significant achievement at the North Ridge Country Club. Award winners were identified by the TBJ as women who have accomplished much, create opportunities for other women their fields and help others around them to be successful.

Keynote speaker Senator Elizabeth Dole reiterated her experiences helping to open doors for other women and encouraged us to keep in our thoughts and prayers the employees of Pillotex and other North Carolina textile workers who have been displaced in recent times. Other notable guests included NC Secretary of State Elaine Marshall and NC First Lady Mary Easley (also an award-winner).

TBJ Editor Sougata Mukherjee provided his usual entertaining introduction of the award-winners, who included two previous speakers at our local organization functions: Dr. Marye Ann Fox and Pam Saulsby.

Membership Update

Laura Hartwick

The new Membership Committee for the 2003-3004 year is in full swing! We've set goals, created an action plan, and we've committed to achieving our goals. Committee members are:

Laura Hartwick, Chair
Anita Baxter
Laura Benson
Lea-Ann Berst
Jennifer Farley
Cevin Moran
DeAnn Spell

If your name does not appear on this list, don't worry, because we will be enlisting your help. Our current membership base will be our strongest source of new members. For example, August is a Membership Challenge month. We would like each member in attendance to bring a guest, and hopefully a prospective member! We will do these Membership Challenges periodically throughout the year.

Also, after reviewing membership applications and guest forms, it is clear that the reason people initially come to a meeting or join BPW is for networking opportunities. The membership committee will be implementing several new networking portions to our regular meeting. First, we encourage all members to arrive during the 5:30-6:15 designated networking time. There will be networking activities planned to help us all sharpen those ice-breaking skills.

Next, we'd like everyone to come to the meetings equipped with at least 7 business cards. As we are seated for dinner, we will begin the meeting with a Business Card Exchange - you'll walk away each evening with at least 7 new business cards to use or pass on as referrals!

We will also have Discussion Topics/Questions on every table to help get conversations started. We've all been a guest or new member at one time trying to get engaged in an ongoing discussion, and this is a great way to get everyone involved during the dinner networking portion of the evening.

And that is just the beginning! Keep your eyes out for other exciting news to come from the Membership Committee. See you at the meetings!

Member News

BPW/Raleigh member **Cevin Moran** represented BPW/NC at the national conference in Cleveland, OH, in July. We are happy to announce that Cevin will be the BPW/Raleigh YC Committee Chair this year.

Susan Cope is proud to announce the birth of 2 healthy grandchildren this summer: Anna Lauren Gabele and Evan Devere Cope.

New On The Web: Member's Business Directory

The web-site has been updated with a Membership Business Directory. You can list your business, contact, and URL information right on the website for a \$20 contribution to BPW-Raleigh. Simply complete the short form on the web and upon confirmation of payment, your business information will be posted into the category of your choice. Go to: <http://www.bpwraleigh.org/membershipsubmit.htm> to submit your business today!

Happy Birthday Ladies!

You're not getting older, you're getting better!

Birthday ladies are asked to participate in the Birthday Bonus fundraising activity by bringing a wrapped gift (value up to \$15) for raffling to a monthly meeting. All proceeds support our annual scholarship and programs.



July

Anita Baxter
 Priscilla Brown
 Amy Bush
 Jeanne Cardona
 Sandy DeLuca
 Jennifer Farley
 Sharon Jones
 Terry Kilmartin
 DeAnn Spell

August

Christine Allen
 Sherron Hampton
 Laura Hartwick
 Lib Hendren
 Nancy Hinson
 Lacy Maddox
 Nona Manchester
 Bev Porter
 Sarah Walas

August Board Meeting

Nancy Smith, Secretary

August 6, 2003

Attendees: **Mary Ellen Randall, Margaret Rosenfeld, Jennifer Farley, Laura Hartwick, Cathy Smith, Peggy Christie, Mary Fox, Helga Gutmann, Nancy Smith**

Note: next board meeting will be Wednesday, September 3, 2003 at the Ascot Technologies office. All are welcome.

Planning for the August meeting was the primary topic. The speaker is confirmed and **Cevin Moran** will lead a networking exercise beginning at 5:30 p.m. All members should plan to bring a guest and arrive promptly. The Membership committee has planned to initiate many new activities during the August meeting which will improve networking and make the time more productive. Publicity for the meeting is planned to begin shortly.

Membership – Laura Hartwick

Laura reported that her committee met and has planned many activities to be introduced in the August and September meetings. She is preparing an updated guest package for distribution in the fall.

Fundraising – Cathy Smith

Kim Miller will coordinate the Birthday Bonus this year, and we will enlist substitutes when Kim is not available. Cathy has arranged for sponsors for the August meeting and is working on September meeting sponsors. We will plan to kick off Foundation in February next year in order to meet the national deadlines. Cathy would like to pull together a committee to follow up on the "Recipes for Success" fundraising project.

We will pilot a website fundraising effort with our members and charge \$20 for Web Links and \$20 for Website Ads. Cathy will launch this at the September meeting and will work with **Shiloh Burnam** on implementation.

Finance & Budget – Jennifer Farley

Jennifer presented the budget for 2003-2004 which was amended and approved by the board. Jennifer will pay the District IV dues which are now due.

Programs – Margaret Rosenfeld

Margaret is working on a flyer with a "Members Challenge" inviting everyone to bring a guest to the August meeting. She is publicizing the event with police departments and law firms. She will arrange for evaluation forms for future meetings and also reported that Wake County has updated our information for future contact references.

Directory – Nancy Smith

Nancy presented a revised "mock up" for the directory with the content and suggestions provided by others. She will finalize and send to Mary Ellen for printing. A motion to distribute the directory in hard-copy form only was passed by the board.

Logistics – Anita Baxter

Mary Ellen presented three options for the 2003-2004 dinner meeting location. The board voted to accept a modest price increase from Embassy Suites, as they will increase the meeting room size for us. Dinner meeting prices this season will be \$21 for members and \$25 for guests. The member price will remain the same for the August meeting (\$20) and the new price will go into effect in September.

Special Events – Peggy Christie

Peggy is evaluating several social activity suggestions for the fall. The date for the Holiday Brunch has been set for December 6.

Young Careerist – Cevin Moran

After a successful experience as 2003 YC candidate representing BPW/Raleigh and BPW/NC, Cevin Moran has agreed to chair the program for 2004.

Business Woman of the Year

A committee will be formed to organize our BPW/Raleigh candidate submission in time to meet the September 15 state deadline.

New business

Mary Ellen asked for volunteers to help update the BPW/Raleigh history since 1970. Members willing to contribute should contact Mary Ellen.

June Meeting

Nancy Smith, Secretary

Mary Ellen Randall introduced new member **Kimberly Miller** who was sponsored by **Jennifer Farley**. **Helga Gutmann** introduced our guests.

The speaker, **Betty Ellerbee**, was introduced by **Laura Hartwick**. Betty is the Past President and current Treasurer of the North Carolina League of Women Voters.

Betty encouraged us to engage in those issues we really care about, and become active to promote them. Beyond careers and families, we are citizens in a society that needs our involvement. Build "social capital" by getting involved in civic and community organizations and help to reverse membership declines over the last 40 years. Associations with "social capital" appear to bolster democracies, and we have a responsibility to be informed, active citizens. Betty recommended "Bowling Alone: The Collapse and Revival of American Community" by Robert D. Putnam (New York: Simon & Schuster, 2000) and the website www.bowlingalone.com for additional insight.

Other Business

Margaret Rosenfeld announced the program for next year which is already set (details available on website). Speakers for the next season will focus on our theme: Empowering Ourselves. The August kick-off meeting will feature the new Raleigh Chief of Police who will discuss "Empowering Ourselves Safely" and share her career journey with us.

If you would like to be a sponsor for the August meeting or other 2003-2004 meetings, please talk to **Cathy Smith**.

BPW/Raleigh members were well represented at the annual State Convention. **Cevin Moran** won both district and state Young Careerist competitions and will represent the state of North Carolina at the July National Convention in Cleveland. Our local was also recognized for new membership, Foundation donations and our award-winning newsletter.

Mary Ellen thanked **Lea-Ann Berst** for presenting a Marketing Class for Entrepreneurs which was enjoyed by those who attended and which also served to fund the cost of our new website for the year.

Laura Benson reported that she has arranged for gratis voicemail for our group courtesy of Satellink. The professional appearance of our website was instrumental in persuading Satellink to assist us.

Job Openings: Productivity Point International (Marketing Coordinators & Staff Accountant) and Meredith College (Director of Marketing Communications). Contact **Laura Hartwick & Claire McCullough** for details.

Cathy Smith announced the Lois Frazier scholarship winner and the Mary Fox scholarship winner: Stephanie Moffatt (Animal Science student at NC State) and Sandra Beason (Liberal Studies student at Peace College). Congratulations Stephanie & Sandra!

Terry Kilmartin reported that the State Convention was very successful and thanked all BPW/Raleigh members who helped as presenters, coordinators, etc. Congratulations, Terry!

Set Your VCR's to Record

Set your VCR to record *To The Contrary*, a panel discussion show on PBS! This show is sponsored by BPW-USA and provides a forum for women to discuss national and international issues and policies. It presents news and views that are rarely, if ever, available elsewhere on television.

To give an idea of what topics are discussed, here are a couple of topics planned for upcoming shows:

- Women's groups are sprouting up all around the country. Barbara Camens, co-author of "Girls' Night Out" tells us why and how women connect with one another.
- Do women need to learn the fine art of self-promotion? Peggy Klaus, author of *Brag! The Art of Tooting Your Own Horn Without Blowing It* says yes.

The show is a half hour show that is broadcast on Thursday's at 2 pm on the UNC-TV channel. You can go to <http://www.pbs.org/ttc/> to view future show topics and participate in viewer discussions on line.

Marketing Advice from BPW-Raleigh Member

Lea-Ann Burst

"Effective marketing is more than just developing marketing collateral," says Lea-Ann W. Burst, Founder and Senior Consultant for Sleddogg Marketing, a marketing consulting firm based here in Raleigh, North Carolina. "To succeed in the market today, businesses must focus on their marketing approach; understanding their customers and what it takes to get those customers to buy."

As a Marketing Strategist and BPW-Raleigh member, Lea-Ann will submit marketing columns for our monthly newsletter. In today's economic environment, businesses have to attract new customers with fewer resources. Called "Think Like a Marketeer", these articles will be designed to help you with your marketing challenges while utilizing your existing assets.

Lea-Ann, who is an award winning communicator and marketing professional, has over a decade of corporate global marketing experience. She spent her corporate career overseeing brand marketing programs and working in various product management roles with some of the world's most recognizable consumer and commercial brands, including Marvel Comics, Champion Sportswear, Memorex Telex, and IBM.

"18 years of marketing and product management experience has given me the skills needed to offer a unique way of looking at business issues and problems, and the creativity needed to come up with solutions for my clients," she says.

Before founding Sleddogg Marketing, Lea-Ann was an international Brand Marketing Manager at IBM. She left IBM in 2001, she says, "to take time off from years of non-stop corporate life to reflect and refocus my energy". This all happened just before 9/11, when she saw an opportunity to apply her skills and experiences to smaller businesses who don't have the marketing skills they need to survive today.

One of the benefits of consulting with other businesses, explains Burst, is the "fulfillment and satisfaction of empowering businesses to not only stay in business, but to thrive and grow for years to come."

Look for Lea-Ann's first "Think Like a Marketeer" article to appear in September's BPW-Raleigh newsletter.

Sleddogg Marketing is a marketing consulting firm specializing in brand and product strategic marketing consulting. Sleddogg helps businesses create and execute strategic marketing to grow their customer base and competitively position their business in the market. For more information, please visit www.sleddogg.com.

Program Schedule

September 23, 2003

Empowering Ourselves Financially
Yolanda McGill, Policy Counsel, Self-Help

October 2003

National Business & Professional Women's Week

November 18, 2003

Empowering Ourselves through Mentoring
Alison Hiltz,
Community Partners Charter High School

December 2003

Social Month

January 27, 2004

Empowering Ourselves by Building Our Professional Image
Kate A. Leser, Personal Images

February 24, 2004

Empowering Ourselves in the Arts
(panel discussion)
Luana Luconi Winner, Portrait Artist – Artspace

March 23, 2004

Young Careerist

April 27, 2004

Knowledge is Empowering: Communicating Across Cultures, Languages and Technologies
Rachel Adelson, Live Wire Communications

May 25, 2004

Installation of New Officers

June 22, 2004

Empowering Ourselves by Making Connections
Jane Smith Patterson, E-NC Initiative

Doing Business

Support BPW/raleigh and reach potential customers by placing a monthly ad in Horizons.
We acknowledge and thank our sponsors:

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Katherine Sliva, MEd., President

ksliva@kelsconsulting.com (919) 468-8700

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Fundraising News

We continue to need meeting sponsors to help us raise funds for projects. We want to attract the attention and support of businesses that have a target market comprised greatly of women.

Please ask for copies of the brochure that has been developed to promote the idea of sponsorships. We rely on members to send us contact information for those businesses you support so they may be given the opportunity to sponsor at one of several levels.

Our ongoing fundraisers are:

Weekenders representative, **Peggy Gooch**, gives BPW/raleigh a percentage of sales to members.

Mary Fox donates a portion of all sales of **Fox Lane Pearls** to BPW/raleigh. This exquisite jewelry from China is a great value for yourself or as a gift.

Ginny Fox donates a portion of the rental fee of her mountain condo to BPW/raleigh.

Maine's Four Season Candle Company donates a portion of all sales to BPW/raleigh. The fragrances make great gifts or accents for your own home.

Support BPW by placing an ad in the Horizons newsletter. The newsletter is distributed to more than 100 professional women who are BPW members, state and district officers, and visitors to meetings:

Advertisement Pricing

Business card	\$15/issue	\$75/6 issues
Half-page	\$30	\$150
Full-page	\$50	\$250

BPW Member rates

Business card	\$10/issue	\$50/6 issues
Half-page	\$25	\$125
Full-page	\$45	\$225

To place an ad, contact the editor, Peggy Gooch
plg@ipass.net or 919.848.7794

Visit BPW web sites:

www.BPWRaleigh.org

<http://www.bpwnc.org>

<http://www.bpwusa.org>

The BPW/Raleigh Website has been redesigned. The new website contains a calendar of upcoming events, an archive of the BPW newsletters, on-line registration for meetings and more!