

Horizons

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

April 2004, No.60, District IV, Raleigh, NC
Mary Ellen Randall, President

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www.BPWRAaleigh.org

April Meeting

DATE: April 27, 2004

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
Through the Arts
Luana Luconi Winner, panel leader

Meeting Reservations

MEMBERS – To make a reservation or to cancel a standing reservation, visit our website www.BPWRAaleigh.org, or call the message line at 919.899.5043 by **noon Friday, April 23**. 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.” The cost for members is \$21.

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, April 23, to guarantee your reservation.

APRIL MENU Mixed Field Greens
Fettucini Alfredo with or without chicken
Whole Green Beans
Garlic Bread
Strawberry Shortcake

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.

President's Message

Mary Ellen Randall

Our dear friend, **Mary Fox** passed away this month. Our prayers go out to Mary's family. Mary was always an active BPW member, most recently serving as District Secretary/Treasurer. Mary led a remarkable life as a wife, mother, and also had a career in insurance services. Mary was active in so many organizations, including Civitans - an organization devoted to helping people with developmental disabilities. She is an example for us all. We will miss Mary dearly.

We had a wonderful celebration of Women's History month in March, culminating with our announcements honoring 2 women. **Dr. Claire McCullough** of Meredith College and a BPW member was named Business Woman of the Year. Congratulations Claire! You are a tribute to Business Women everywhere. **Sara Harrington**, attorney, was named our Young Careerist. Sara will go on to compete at the District Competition on Saturday, April 17th. Good luck Sara! We're pulling for you!

Along with our beautiful Spring blooms, BPW is blooming with excitement and enthusiasm. A slate of new officers is prepared to lead us into the next BPW year, starting in May. There is a BPW leadership training class to be offered on May 1st. If anyone is interested in BPW leadership, either now or in the future, this is a great opportunity to learn what is involved. Preparing and learning new skills is always a good way to "Empower ourselves!"

Foundation Fund Drive

Helga Gutmann, Foundations Chair

Thank you for participating in the BPW USA Foundation drive. The total collected for the Raleigh LO was \$274.00

Did you know that since 1970, more than 7000 scholarships totaling over \$4 million have been awarded through the BPW Foundation. Thanks to you, the lives of a lot of women and their families have been changed forever.

Board Meeting Minutes

Nancy Smith, Recording Secretary

April 7, 2004

Attendees: **Mary Ellen Randall, Laura Hartwick, Nancy Smith, Cathy Smith, Cathy Sanita, Jennifer Farley**

The next board meeting will be Wednesday, May 5, 2004 at the Ascot Technologies office. All are welcome.

Sincere regrets were expressed for the loss of **Mary Fox**, long-time BPW member. A woman with enormous energy and compassion, Mary was a significant contributor and driving force of this LO and the District for many years. As a mentor to many and a role model to all, she will be missed. A donation will be made to the BPW/NC Foundation in her name by our LO.

The focus of the meeting was a discussion of the proposed slate of officers and committee chairs for 2004-2005. A vote will be taken at the April dinner meeting and induction of officers will be held during the May dinner meeting. Committee chairs are still needed, and anyone who is interested is encouraged to contact **Mary Ellen Randall or Cathy Smith**.

The board also reviewed the state & local competitions and discussed the preparation for those we selected to participate in this year.

Membership – Laura Hartwick

New Member Orientation will be held April 20. Invitations will be sent to all new members. A new-Member drive has been authorized and will last through April 30. Our goal for "The Big Push" is six new members in April. New April members will receive a free dinner coupon for our dinner meeting.

Fundraising – Cathy Smith

Sponsorship ideas for the new year were discussed and Cathy advised that the April meeting sponsor will be "HairColor Experts".

Budget – Jennifer Farley

The budget was reviewed and determined to be in good condition. The Treasurer will make a contribution to BPW/NC Foundation and registration/payment for our YC Candidate at the District IV.

Scholarship – Claire McCullough

Claire has scheduled a review of candidates for May 6 and will present the winners during the May dinner meeting.

April Program

Margaret Rosenfeld

Luana Luconi Winner will lead a panel of artists for our April program on Empowering Ourselves Through the Arts. The panel of local artists in various fields will discuss how each woman established herself in her chosen field, the challenges and rewards she faced, and a women's perspective of the arts.

Ms. Winner is an established portrait artist with a studio at Artspace in downtown Raleigh. Known for conducting workshops throughout the United States, Ms. Winner also leads art tours throughout Italy. Biographies of the other panelists will appear shortly on Raleigh/BPW's website.

Slate of Officers

If it's April, it's election time! The nominations committee is pleased to present the following slate of officers:

President Cathy Smith
 President Elect Laura Hartwick
 1st Vice President Lea-Ann Berst
 2nd Vice President Pam Boney
 Secretary Cathy Sanita
 Treasurer Jennifer Farley

Members will vote on this slate of officers during the April meeting. These officers rely on the participation and support of all the members. If you serve on a committee, you will have a chance to practice leadership skills, network, and make new friends. There is a list of brief "job descriptions" for the committees on page 4. Please see the incoming president, **Cathy Smith**, if you want to serve on a particular committee.

April is Membership Month!

Laura Hartwick

Now is the time for guests to become members! Any new member application received by April 27 (the next regular meeting) will receive a voucher for a free regular meeting admission/dinner.

Membership information may be requested via our website <http://www.bpwraleigh.org/> or by contacting me directly at: lhartwick@propoint.com. Let's make April's meeting our largest new member turnout ever!

March Dinner Meeting

Nancy Smith

It was another big month for networking, as we had a joint meeting with "The Women's Institute". Guest Courtney From of that great local networking website www.freechickenwings.com documented the festivities in the FreeChickenWings Image Gallery. Check it out!

Mary Ellen Randall welcomed us to Women's History Month, and **Katherine Sliva** gave a special welcome to "The Women's Institute" guests. Katherine explained the synergies of the two groups which strive to develop leadership qualities and opportunities for professional women. **Laura Hartwick** introduced all the guests and new BPW members!

Cevin Moran, 2003 Young Careerist for BPW/Raleigh and NC/BPW, introduced the 2004 YC judges and the 2004 YC Candidate, Sara Harrington. Sara is a graduate of Campbell Law School and an Attorney with Harrington Law Firm PLLC. Sara will represent our LO at the District IV meeting on April 17. As her presentation, Sara argued the BPW position on the bankruptcy reform legislation under consideration in Congress.

Mary Oviatt, former local and state-level "Career Woman of the Year", led the search for our 2004 "Career Woman of the Year". Mary introduced our winner: **Claire McCullough**, Assistant VP at Meredith College.

Other Business

- **Joy Hamilton**, Telephone Tree Chair, is in need of two Telephone Tree volunteers to make calls or write e-mails to remind members of the monthly meeting schedule. Please give Joy a call if you are able to help out.
- The District IV Meeting will be held April 17 at the Spartacus Restaurant in Durham. Please let Linda McGehee know if you are planning to attend (h:806-3665; w:541-5235, x101; lindammcgehee@aol.com).
- New Member Orientation will be held at 6pm April 20 at Ascot Technologies in Cary. All new members are encouraged to attend.

Member News

BPW Raleigh nominated **Dr. Claire McCullough** for the 2004-2005 Career Woman of the Year Award. Claire represents the highest standards of professional achievement, community leadership and humanitarian endeavors. Claire will represent the Raleigh LO at the BPW/NC Spotlight event where there is a competition including women nominated by other LO's. We wish Claire the ultimate in success; that is to be named BPW/NC Career Woman of the year.

We are sorry to hear that **Cindy Alwood's** stepfather passed away last month in Florida.

2004 Calendar of Events

May

- 25 Monthly meeting (5:30 pm)
Embassy Suites, Crabtree

June

- 10-12 BPW/NC Annual Conference
Holiday Inn, Rocky Mount
- 22 Monthly meeting (5:30 pm)
Embassy Suites, Crabtree

July

- 15-20 BPW/USA Annual Conference
Fort Lauderdale, FL

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.



March birthdays

Jennifer Coltrane
Peigie Eager
Ginny Fox
Jessie Layton
Margaret Rosenfeld

April birthdays

Doris Chin
Diane Holt
Sharon Rhoades

Leadership Descriptions

Helga Gutmann

The official BPW year runs from August to July. We elect new officers in April to give the new leadership team time for planning. The President-Elect becomes President for the following year, ensuring continuity on the Board.

There are five other elected officer positions:

President-Elect: the primary responsibility is to support the President, including substituting for her as needed, locating organization sponsors, and stepping up to the Presidency the following year.

1st Vice President: the primary responsibility is to design, develop and implement the coordinated, yearlong program component to the monthly meetings, with help from a Program Committee/Team.

2nd Vice President: the primary responsibility for all aspects of membership. This includes attracting, maintaining, and recording/tracking membership; and orientation for new members/ exit interviews for resigning members all via leading the membership team/committee, as well as coordinating membership dues issues with the Treasurer.

Secretary: the primary responsibilities are to immediately record the minutes of both board and regular meetings, and then publish a summary of each in the monthly newsletter, as well as conduct any communication requirements of the organization.

Treasurer: the primary responsibilities are for all monies including accounts payable, accounts receivable, new member dues, maintenance of financial records, and the compilation and maintenance of the annual budget. Also responsible for coordinating the membership list with the Membership Chair, and state and national levels, and printing the list for local distribution.

Appointed positions are available on BPW committees. If you would like to serve on a committee, please contact Cathy Smith. The committees are:

Birthday Bonus: Part of Fundraising committee – sell raffle tickets and run drawing monthly

Bylaws: Evaluate the rules and bylaws of the organization in compliance with state and national rules. Recommend changes deemed necessary.

Directory: Produce an update of the annual Directory that includes basic org. materials and information on members.

Foundation: Promote interest in and support of BPW/USA and BPW/NC Foundation (February and March of each year).

Fundraising: Raise monies for the organization.

IDP: Organize and promote the Individual Development (professional training) Program.

Meeting Logistics: Accept reservations for monthly dinner meetings; monitor organization's email reservations and phone mail box; choose menus; have name tags printed; greet visitors; act as liaison with the hotel.

Membership: Promote, expand, stabilize and orient the membership (mail info to prospects, create monthly invitations, orientation materials to new members; welcome new members). Conduct new member orientation meetings.

Newsletter: Produce a monthly newsletter to be distributed to the membership and prospective members.

NBWW: Organize the National Business Womens Week celebration in October.

Public Policy: Help carry out the legislative Programs adopted by state and national. Update local organization on relevant issues.

Public Relations: Present local programs and activities through available news media (regular newspaper listings, events webpages, etc.).

Scholarship: Send out applications, assist in evaluation, and award annual scholarship in April.

Social Services: Communicate the activities (phone tree) and personal items of the membership. Carry out the annual social services community holiday project.

Special Events: Plan and implement the July social event, annual Holiday event in December and any other planned activities for members and families.

Voice Mail System: Update the organization's voice mail message with current events.

Web Page: Regularly update the web page with current events, newsletter, etc.

Young Careerist: Develop and recognize members and prospects by conducting the annual Young Careerist Competition (February or March)

BPW member, Lea-Ann W. Berst, Principal Consultant for Sleddogg Marketing (www.sleddogg.com), develops a quarterly “**Marketeer**” newsletter and sends it FREE to businesses looking to improve their marketing skills. Below is an article from the 2Q04 newsletter!

Putting Relationship into Your Marketing

“Relationship marketing” is a term that has as many definitions as it does experts in the field. In its simplest form, relationship marketing is creating a long-term relationship with existing customers with the aim to build strong consumer loyalty.

But how does a company achieve this? First, your customers have to know you. Are your values clear? Is your corporate positioning clear? Second, you have to know your customers. What are their needs? Why do they use you versus your competitor?

If a little bit of fear, panic and “I don’t know” has risen up in you, don’t worry! You can begin to find out the answers to these questions.

Newsletters

Whether in print or on the web, newsletters are the best way to keep in touch with your customers. Through newsletters you can consistently communicate to your customers.

Provide them with information on everything from your latest product or service to what’s happening in your industry. Newsletters are great way to connect

you to your customers – and them to you. Also, note that newsletters are a great place to include surveys and incentives.

Surveys

The best investment you can make is to get to know your customers. A well-planned survey can provide you with information beyond just names and addresses. In the very least, it can help you create newsletters that are applicable to the customer. At the most, it can help you fine-tune your product to better serve your customers. If your customers feel heard and understood by you, they will return to you.

Any relationship worth having needs maintenance. By paying attention to your customers and their specific needs, and by adjusting your creative pieces to reflect what you know about them, you will foster their loyalty toward you and your product.

Newsletters and surveys may sound simple but they are useful! Your investment in them is an invest in your customers.

Marketeer Guest Writer:

An award winning screenwriter and professional writer with grassroots promotions, media relations and public speaking experience, Stephanie Wiseman says “in today’s economic environment where companies have less and less resources, it’s nice to be able to supply tips that can help companies improve upon their creative and technical writing endeavors!”