



# THE NETWORKER

South Bay Women's Network

P.O. Box 6213 • Los Osos, CA 93412-6213 • 805.595-SBWN(7296) • www.sbwn.org • info@sbwn.org

JANUARY 2014

## SBWN Members and Guest Welcome the New Year



Luncheon Coordinator Sally Brooks with member Diane Woodworth.



Secretary Sandra Brazil with Rosa Metzler.



Member Leslie Kasanoff (l.) with SBWN Membership Director Christine Womack and Events Director Paula Ufferheide.



President Gila Zak chats with Rosa Metzler long time member.



VP Debra Angell and Marketing Director Dawn Rodden.



Former member Debbie Wacker visits with SBWN member Nicole Bush.



Members and guests share announcements and testimonials.

Photos by  
Monica Randeon

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### Mission Statement

Professional business women promoting one another to achieve professional and personal goals. SBWN meets each month and offers its members valuable networking time with other businesswomen and informative presentations from a variety of speakers on topics relevant to business and the goals of businesswomen. In addition, we provide financial support and assistance to Women's Shelter Program of San Luis Obispo County and award a Cuesta College Scholarship to female adult re-entry students.

## SBWN 2014-2015 Coming Events

### FEBRUARY

Luncheon  
Tuesday, 4th @ noon  
La Palapa  
1346 2nd Street  
Los Osos/Baywood Park

#### Speaker:

Andrea Tackett, M.D.  
Coastal Cardiology, SLO

### BOARD NOMINATIONS

#### Board Meeting

Tuesday, 11th @ 8:30 am  
Financial Service Trends  
2238A Bayview Heights, LO

#### Evening Mixer

Friday 21st @ 5:30-7 pm  
Sea Pines (See pg. 2 for info)

### MARCH

Luncheon  
Tuesday, 4th @ noon  
La Palapa  
1346 2nd Street  
Los Osos/Baywood Park

#### Speaker:

Marianne Kennedy  
Executive Director,  
Women's Shelter Program  
of SLO

### BOARD ELECTIONS

#### Board Meeting

Tuesday, 11th @ 8:30 am  
2238A Bayview Heights, LO

### APRIL

Luncheon  
Tuesday, 1st @ noon  
La Palapa  
1346 2nd Street  
Los Osos/Baywood Park

### BOARD INSTALLATION & SOCIAL TIME

#### Board Meeting TBD

Friday, 25th  
**BUSINESS SHOWCASE**  
5:30 - 7:30 pm • SBCC

## A Message from Our President

Welcome to the New Year, 2014!

With the old year having come to a close, I am excited to announce that the SBWN calendar is filling up with great events aimed at networking, mixing, promoting women and building our best lives ever! It has been my desire for this year as president to host more events such as these and with all the cooperation and great ideas from members and the board, we have a wonderful lineup coming your way. In addition to our monthly luncheons, we have an evening mixer in February, a fabulous luncheon with our collaborators (The Commission on the Status of Women) honoring women in our community who volunteer in March and an enrichment seminar

that we are planning for early May. There are opportunities everywhere for our members to meet people outside of the organization and promote their business. If you would like to be a vendor at the March 15 event at Madonna Inn, contact our event coordinator Paulla Ufferheide for details!

It is also time to consider filling the positions for the 2014 - 2015 board. There has always been a standing, open invitation for any member to attend a meeting and see for yourself how easy, gratifying and fun being on the board can be. I urge you all to consider a position! It has helped me tremendously in my professional life as I have gained even more confidence in my people skills and learned things that I have actively applied

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**MEMBERS have either a standing or absentee reservation for lunch. Member cancellations or guest reservations are required by 12:00 P.M. the Friday prior to the day of the meeting. Book your reservation by calling 595-SBWN, emailing info@sbwn.org or online at www.sbwn.org**

## How to Join & Member Benefits

Our general membership luncheon meetings are held on the first Tuesday of each month at 12 noon. There is a \$16 meeting fee for members; \$18 for non-members and guests. (Annual membership dues are \$45). Non-members are welcome to attend two luncheon meetings – then we hope you will join us as a member. To receive a membership application call 595-SBWN or visit [www.sbwn.org](http://www.sbwn.org).

- Networking, Business Contacts & Referrals
- Friendship & Mentoring
- Education & Community Outreach
- Increased Visibility for Your Business
- Leadership Opportunities
- Monthly Meetings/Newsletter
- Membership Directory
- Group member of the Los Osos/Baywood Park Chamber of Commerce

## Honoring American Heart Month with Andrea Tackett, MD

On Tuesday, February 4th, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon. In honor of American Heart Month our speaker for this luncheon meeting is Dr. Andrea H. Tackett of Coastal Cardiology, SLO. Heart disease is the No. 1 killer of women, killing more women than all forms of cancer combined. Dr. Tackett will present important information on how women can control their risk and protect their hearts, starting with a visit to the doctor to learn about their personal risk factors. **Please wear RED to show support of American Heart Month.**

SBWN is a non-profit organization open to all women on all job levels and in every occupation that wishes to share ideas, build friendships, and exchange support needed for personal and professional growth. The meeting fee, which includes informative speakers, beautiful venue, networking and lunch, is \$16 for members and \$18 for guests. For required guests reservations and member cancellations please call 595-7296, email [info@sbwn.org](mailto:info@sbwn.org) or book online at [www.sbwn.org](http://www.sbwn.org) no later than 12 noon the Thursday prior to the meeting.



*A Message from Our President  
Continued from page 2*

to my business. Included in this newsletter is a detailed description of the position duties and responsibilities, and if you have questions please feel free to contact a board member. I assure that you would get support every step of the way!

Finally, I trust that you are all taking to heart my suggestion to contact a SBWN member and meet for tea or lunch. Getting to know the people who genuinely want to support you and your business is the most valuable tool our network has to offer. As always, your comments and suggestions are always welcome! I look forward to seeing you at our upcoming events!

Cheers, Gila



## Birthday Girls

Debra Garcia .....February 3

### Evening Mixer at Sea Pines Golf Resort - Tranquility Spa

1945 Solano St., Los Osos

Friday, February 21st  
5:30 to 7:00 pm

Hosted by SBWN member  
Julie Downey, Spa Director

Come visit with your fellow SBWN members and bring a guest to learn about South Bay Women's Network. Members who bring a female guest/prospective member will receive 5 free raffle tickets per guest.

Raffle prizes include:

- Windows on the Water gift certificate for dining up to \$100 value
- Good Tides Cafe gift certificate \$30 value
- Isabella Jewelers gift certificate \$25 value

Raffle tickets will be available for purchase.

Light Appetizers •  
No Host Bar  
RSVP's Welcomed

**We had 18 Members & Guests  
at our January Luncheon  
We are 41 Members Strong**

## 2013-2014 SBWN Board of Directors

### President

Gila Zak  
Quantum Waves Biofeedback  
704-3599  
quantumg@sbcglobal.net

### Vice-President

Debra Angell  
Hair & Make-Up by Angell  
528-7798  
debangell@charter.net

### Secretary

Sandra Brazil  
The Pampered Chef  
746-3233  
moonoverbrazil@yahoo.com

### Treasurer

Arlene Triplett  
528-1186  
atripca@aol.com

### Membership Director

Christine Womack  
Raymond James Financial  
654-7777  
christine.womack@raymondjames.com

### Marketing Director

Dawn Rodden  
Creative Design Graphics  
528-8263  
studio@creativedesigngraphics.com

### Special Events Director

Paulla Ufferheide  
Wines for Humanity  
900-5152  
paulla@winesforhumanity.com

### Historian Director

Monica Randeon  
Keller Williams Realty  
772-9016  
monicarandeon@kw.com

### Past President

Dee Corcoran  
LifeStyle Management LLC  
534-9550  
dee@lifestyle-mgmt.com

### Luncheon Coordinator

Sally Brooks  
The Great Skin Company  
528-6957  
sallyskin@yahoo.com

### LUNCH RESERVATIONS

595-SBWN  
info@sbwn.org

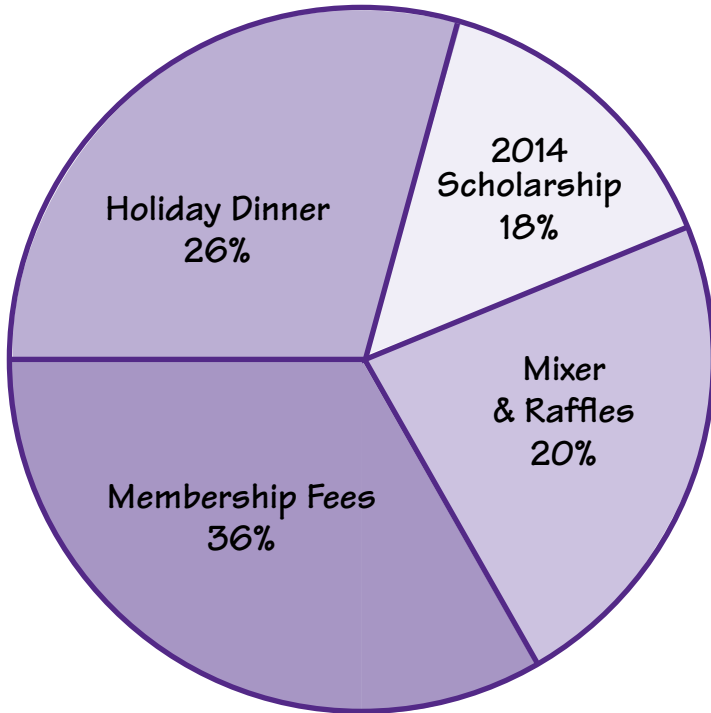
## ANNOUNCEMENTS!!!!!!

- **ATTENTION MEMBERS:** Just a reminder that you can update your membership profile, view members personal info (ie, home address, email) post a news item or make lunch reservations on our website. You can contact Dawn at info@sbwn.org to receive a temporary password to log in with. You can then reset if you wish.
- SBWN Election time is just around the corner. Nomination forms are available in this newsletter or will be at the February luncheon. The description of board positions are included in this newsletter. If you have any questions about a board position please contact a current board member.
- Remember the newsletter is your voice. The Networker newsletter invites SBWN members to provide women in business, women in life articles and photos of important events. A newsletter is one of the best ways for network members to stay in touch with what other members are doing. Keep them posted in Network in the News and Personal Notes columns. Information can be emailed to info@sbwn.org

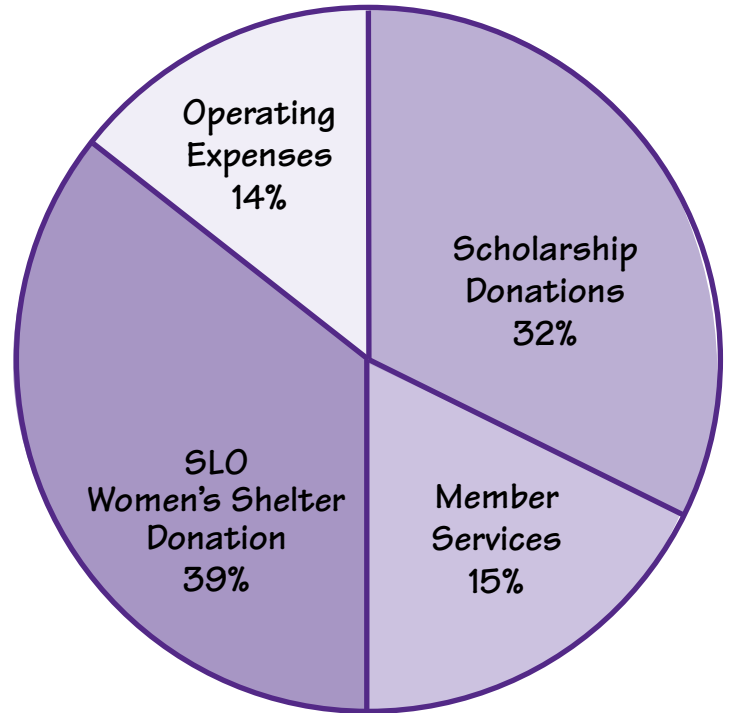
# South Bay Women's Network Financial Results

April 1, 2013 through January 15, 2014

## Revenue Sources –



## Expenditure Distribution –



2014 Scholarship represents contributions we have received that are earmarked for our 2014 scholarships  
 Member Services Expenses includes Chamber Membership dues, Closet Swap and Mixer expenses, etc.  
 Operating Expenses include telephone, storage, postage, printing, copying, State Filing Fees, etc.

### A thought for the month...

*"I alone cannot change the world, but I can cast a stone across the waters to create many ripples."*  
 – Mother Teresa

**ADVERTISING OPPORTUNITY - SBWN**  
 Members may submit flyers for our monthly on-line newsletter for \$25. Please contact Dawn Rodden, 595-7296 for format information or if you need to submit a hardcopy for scanning. E-mail all digital files to [info@sbwn.org](mailto:info@sbwn.org).

**ONE MONTH FREE  
 BUSINESS CARD SIZE AD  
 FOR ALL MEMBERS**

**YOUR AD HERE!**

Contact Newsletter Director for info, 595-7296.

**NEXT NEWSLETTER DEADLINE: February 15th**

**SOUTH BAY WOMEN'S NETWORK**  
**NOMINATIONS FOR 2014/2015 BOARD MEMBERS**

If you would like to run for any office of the **South Bay Women's Network**  
Please put your name on this list and *mark (self)* next to it.

If you are **nominating** someone for a position, please ASK THEM if they would like to  
run and place their name on this list *marked (will run)*.

**Board elections will be held at the MARCH 4th LUNCHEON.**

PRESIDENT \_\_\_\_\_

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VICE PRESIDENT \_\_\_\_\_

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TREASURER \_\_\_\_\_

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SECRETARY \_\_\_\_\_

-----

MEMBERSHIP \_\_\_\_\_

-----

MARKETING \_\_\_\_\_

-----

SPECIAL EVENTS \_\_\_\_\_

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HISTORIAN \_\_\_\_\_

**BRING THIS FORM TO THE FEBRUARY 4<sup>th</sup> LUNCHEON**  
**OR EMAIL to [info@sbwn.org](mailto:info@sbwn.org)**

# South Bay Women's Network

## Board Positions, Procedures and Key Operating Information

### ***Mission Statement***

*Professional business women promoting one another to achieve professional and personal goals.*

### **Board Positions**

1. President
2. Vice President
3. Secretary
4. Treasurer
5. Membership
6. Marketing
7. Historian
8. Special Events
9. Past President

### **Chairpersons/Standing Events**

- Holiday Dinner & Benefit
- Closet Swap
- Summer Evening Scholarship Benefit
- Adopt-A-Poll
- Scholarship

### **Administrative Position**

- Luncheon Coordinator

### **President**

- Serves as the Chief Executive Officer of the organization
- Supervises the affairs of the organization
- Serves as the spokesperson for the organization
- Presides over and facilitates meetings
- Sets the Board meetings agendas with Board and member input
- Creates luncheon meeting agendas with Board input
- Recruits members to fill the positions of Adopt-A-Poll Chairperson, Scholarship Committee Chairperson and Luncheon Coordinator
- Writes the President's monthly newsletter message
- Lends full support to all Board members and committee chairpersons in the execution of their Duties
- Arranges ceremonial program for new Board installation

### **Vice President**

- In the absence of the President, the Vice President performs the duties of the President
- Acts as official greeter at luncheon meetings
- Keeps, restocks and brings to each luncheon the following supplies: brochures, business cards, luncheon meeting literature & announcement policy cards, guest book, name tags, and pens
- Determines guest speakers for SBWN events, with Board approval
- Coordinates with guest speakers
- Introduces speakers and follows up with thank you via email
- Maintains history of speakers
- Arranges presentation to out-going President

### **Secretary**

- Takes minutes of monthly Board meetings and special Board meetings; records votes and types final draft of minutes
- Provides copies of minutes to Board members prior to Board meetings, with a goal of providing the minutes no later than the Friday preceding the Board meeting
- Maintains notebook of all minutes and agendas
- Acts as Custodian of Records. Maintains copies of Bylaws, Articles of Association, etc.
- Sends thank you notes and correspondence as requested
- Sends thank you emails and/or letters (from the Board) to all donors and speakers for the annual Holiday Dinner & Benefit. Raffle Donations Chair supplies names, addresses and email addresses of all donors. Holiday Chair supplies speakers' names, addresses and email addresses
- Writes get well and sympathy cards to network members

### **Treasurer**

- Responsible for managing and maintaining the organization's financial receipts, expenditures and contracts
- Picks up mail at the post office and distributes to Board members as appropriate
- Provides monthly financial reports for Board approval at each Board meeting
- Provides special event financial reports when necessary
- Files Form 199N e-postcard with the Franchise Tax Board by August 15
- Files Raffle applications and reports by September 1 of each year
- Files ABC License application for special events
- Arranges for insurance for special events if the Board determines the necessity
- Prepares and certifies the financial statements included in the annual report to members

### **Membership Director**

- Creates and manages membership campaigns with Board participation and approval
- Sends a follow up letter to guests attending monthly luncheons
- Provides guests names and addresses to Special Events Director
- Serves as the Administrator of the SBWN Facebook page
- Receives new member applications and provides a copy to Board members
- Provides new members with a letter of welcome, five business cards, a newsletter and a Brochure
- Informs new members of the luncheon reservation policy and secures their signature confirming their choice of a standing or absentee reservation
- Introduces new members at their first luncheon
- Coordinates securing a photo of the new member for their online directory page
- Sets up new member online directory page
- Edits member online directory pages as requested
- Maintains a list of members with their joining month and year
- Advises President regarding members celebrating one year and five year incremental anniversaries for inclusion on monthly general meeting (luncheon) agenda
- Provides current membership lists to the Board at the monthly meetings

## **Marketing Director**

### **Newsletter Duties**

- Creates monthly newsletter
- Emails online version to the membership
- Sends digital file to printer to print guest copies
- Mails newsletters to guests
- Ensures spare newsletters are available at the information table for each luncheon
- Takes photos for the newsletter at events and luncheons, forwards to Historian
- Newsletter deadline of 15<sup>th</sup> of the month is recommended, with editors discretion

### **Marketing Duties**

- Develops and pursues marketing opportunities
- Writes and submits press releases to media
- Maintains up-to-date media contact list
- Creates and distributes monthly eblasts
- Creates marketing materials for events
- Develops advertisements as required
- Coordinates consistency of content of SBWN materials and media

### **Webmaster Duties**

- Serves as the Webmaster for SBWN.org.
- Ensures quality and consistency of entries on website
- Monitors [info@sbwn.org](mailto:info@sbwn.org) and forwards as appropriate

## **Historian Director**

- Receives and collects pertinent information on members to add to the scrapbook
- Maintains and creates pages for current scrapbook
- Maintains scrapbook archive and scrapbook supplies
- Stores archived scrapbooks & supplies in SBWN storage space
- Provides report at each Board and general meeting, when applicable
- Brings scrapbooks and sets up a display for each meeting and special event
- Takes photos at luncheons and events for the scrapbook

## **Special Events Director**

- Recruits and supports Chairpersons and volunteers for the Summer Evening Scholarship Benefit, Holiday Dinner & Benefit, Closet Swap, Mix and Mingles and any other fundraising, educational or social events
- Identifies and proposes to the Board other fundraising, educational and social events
- Keeps and maintains a guest mailing list
- Keeps SBWN.org updated with information on upcoming events

## **Past President**

- Serves as an advisor to the Board



## **Chairpersons**

### **Holiday Dinner & Benefit Chairperson**

- Works with the Director of Events to determine the theme and budget
- Serves as a liaison between event venue & SBWN
- Recruits and oversees committee chairs: decoration, invitations, raffle donations and raffle set up
- Provides committee reports to the Board

### **Closet Swap Chairperson**

- Works with Board to determine date
- Coordinates the collection of clothing items
- Delivers clothing to Women's Shelter of SLO

### **Summer Evening Scholarship Benefit Chairperson**

- Works with Board and Director of Events to determine location and theme of event
- Develops a budget to be approved by the Board
- Recruits and oversees committee chairs: decorations, food, invitations and raffle
- Provides committee reports to the Board

### **Adopt-A-Poll Chairperson**

- Attends a training class to be qualified as a Poll Lead
- Schedules and coordinates SBWN members in 3 hour shifts from 6 am to 8 pm

### **Scholarship Chairperson**

- Forms a committee of three to four members
- Updates the Scholarship Application/Nomination forms
- Provides copies of forms and selection criteria to the membership, the Webmaster for posting online, and to the Cuesta College Financial Aid Office
- Sends out a Public Service Announcement announcing Scholarship availability
- Committee meets to review applicants and form recommendations for Board
- Committee presents recommendations to the Board for approval
- Scholarship recipient is invited to the November luncheon

## **Administrative Position**

### **Luncheon Coordinator**

- Handles all calls to organization's phone line, directing information to the proper Board member
- Handles reservations and arrangements for luncheon meetings with restaurant
- Provides Treasurer and President with a list of attendees, including guests, before each luncheon
- Collects luncheon fees at lunches in the absence of the Treasurer