

Installation of 2015/16 Board of Directors



Outgoing President Gila Zak (far right) honors her outgoing board, Rosa Metzler, Christine Womack, Paulla Ufferheide, Debra Garcia, Arlene Triplett and Dawn Rodden.



2015/16 Board of Directors: Alyce Thorp, Historian; Dawn Rodden, Marketing; Christine Womack, Membership; Lois Taylor, Treasurer; Debra Garcia, Events; Maria O'Reilly, Vice President.



2015/16 President Paulla Ufferheide.



New Vice President Maria O'Reilly steps in to lead the luncheon meeting.



Long time member and past historian gets a thank you hug from Gila Zak.

Photos by Rosa Metzler & Alyce Thorp

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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 2015-2016 Coming Events

MAY

Luncheon
Tuesday, 5th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Speaker:

Mary Cravets
Business Coach

Board Meeting

Tuesday, 12th @ 8:30am
LO/BP Chamber
781 Palisades Ave., LO

JUNE

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

New Member Spotlight

Board Meeting

Tuesday, 9th @ 8:30am
LO/BP Chamber
781 Palisades Ave., LO

JULY

Luncheon
Tuesday, 7th @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park
TBD

Board Meeting

Tuesday, 14th @ 8:30am
LO/BP Chamber
781 Palisades Ave., LO



A Message to Our Members

Greetings Ladies!

Spring is here and South Bay Women's network is BLOOMING with new members! The installation of the new board was met with two new members stepping up for board positions and we are happy to have fresh faces and ideas for our organization!

Please welcome Sabrina Bender as our Secretary. She sat in at our board meeting as a guest, and by the end of it she committed to being on the board! Sana Beqovic, owner of Eclectique in Morro Bay and a long time donor to our fundraising events has volunteered as a Co-Chair for our Events Director position.

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 online at www.sbwn.org or email info@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; \$20 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. Online membership applications available at www.sbwn.org or email info@sbwn.org to request a membership brochure.

- 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

She brings years of experience working with the public that we will all benefit from!

There are many exciting and new things happening within our organization! The August Mixer and Scholarship Fundraiser will be back and keep it under wraps for now – but the smash hit that was the Speakeasy may just be making a return to Los Osos! We are also now an official 501C3 Non Profit thanks to Arlene and past member AJ Fudge, so we will be revisiting the bylaws and will keep the membership appraised.

With all the new members flocking in, make it a priority to come to a luncheon or contact them and invite them to connect one on one to welcome them. We will be spotlighting their businesses at upcoming luncheons to hear more in detail as a group what they are offering our business community so keep an eye out for that on the calendar.

I am so honored to be your new President, and I want you to know that I am always available to hear your questions, concerns or ideas. Together, we will all make this year a continued success for the South Bay Women's Network and take it to new heights!

Paulla
President

May Luncheon Will Feature Speaker Mary Cravets, Business Coach

On Tuesday, May 5, 2015, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon. Join us at this month's luncheon meeting for our featured speaker, Mary Cravets, Business Coach who's topic will be: "What to do When Everything Seems Urgent - A Simple Plan to Get it All Done".

If you could banish the day-to-day chaos of your business by boiling down your to-do list to a few key activities, what could you accomplish? Would you take some time off? Write a book?

Continued on page 3

May Luncheon Speaker

Continued from page 2

Open a new office? Participants will learn:

- Simple ways to stay on track, and to create success every day – on your own terms
- How to banish that nasty, nagging little voice that says you should be doing more
- Techniques to help ENJOY the freedom and flexibility of owning a business!
- A simple system to lower stress levels, increase clarity and focus, and get predictable, measureable results..

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 visit our website at www.sbwn.org or email us at info@sbwn.org no later than 12 noon the Friday prior to the meeting. Bring a friend to lunch!



Birthday Girls

Julie Neva May 23
Linda Settevendemie May 29

**We had 20 Members & Guests
at our April Luncheon**

**Welcome New Members
Lisa Mishoulam
Sana Beqovic**

A thought for the month...

"A strong woman understands that the gifts such as logic, decisiveness, and strength are just as feminine as intuition and emotional connection. She values and uses all of her gifts."

– Nancy Rathburn

ANNOUNCEMENTS!!!!!!

**Membership fees are
NOW due.**

If you have not paid dues by May's Luncheon you will be charged the guest meeting fee of \$18 and your online profile may no longer be visible to the public.

• **LO/BP BUSINESS SHOWCASE, FRIDAY, MAY 15TH at the South Bay Community Center from 5:30 to 7:30 pm** – Booth applications available at www.lobpchamber.org. This year's theme is "CELEBRATING 60 YEARS OF BUSINESS".

• **ATTENTION MEMBERS:** Just a reminder that you can update your membership profile, add a color photo, view members personal info (ie, home address, email) post a news item or make and pay your lunch reservations on our website. Contact Dawn at info@sbwn.org to receive a temporary password to log in with. You can then reset if you wish.

• **ADVERTISING OPPORTUNITY** - SBWN Members may submit flyers for our monthly on-line newsletter for \$25. Please contact Dawn Rodden, for format information or if you need to submit a hardcopy for scanning. E-mail all questions and digital files to info@sbwn.org.

• 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

2015-2016 SBWN Board of Directors

President

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

Vice-President

Maria O'Reilly
Keller Williams Realty
441-1542
re.maria31@yahoo.com

Treasurer

Lois Taylor
Xyngular
(805) 528-7378
dave_loistaylor@sbcglobal.net

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

Event Co-Directors

Debra Garcia
Golden Anchor Financial
464-7763
debra@goldafis.com

Sana Beqovic
ecclectiQ
225-1070

Historian Director

Alyce Thorp
528-7660
alyce996@surfari.net

Immediate Past President

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

LUNCH RESERVATIONS

info@sbwn.org

SBWN Hosts the April Chamber Mixer at La Palapa



SBWN members, Chamber members and guests mixed and mingled at La Palapa restaurant.



Chamber board member Gene Heyer and his wife Barbara checked in mixer guests.
Photos by Alyce Thorp



Sandra Brazil enjoyed a glass of wine along with the great hor d'oeuvres.



Vice President Maria O'Reilly (l.) draws door prize winners with the help of Past President Gila Zak.

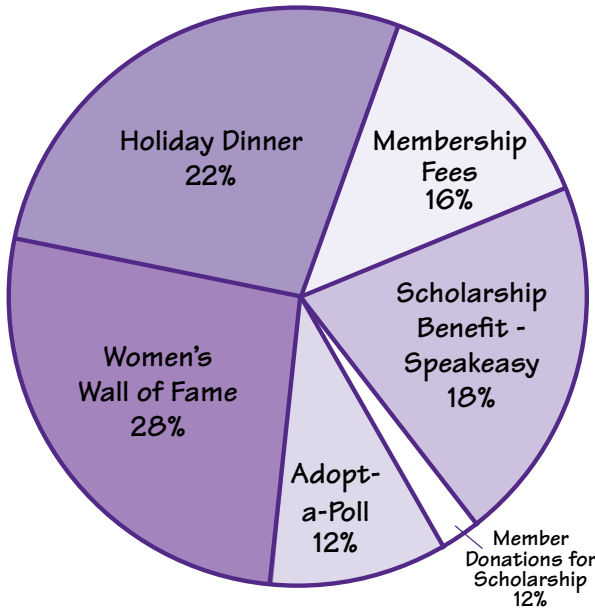


Maggie McKay of Maggie's Meticulous Mat and Frame Shop.

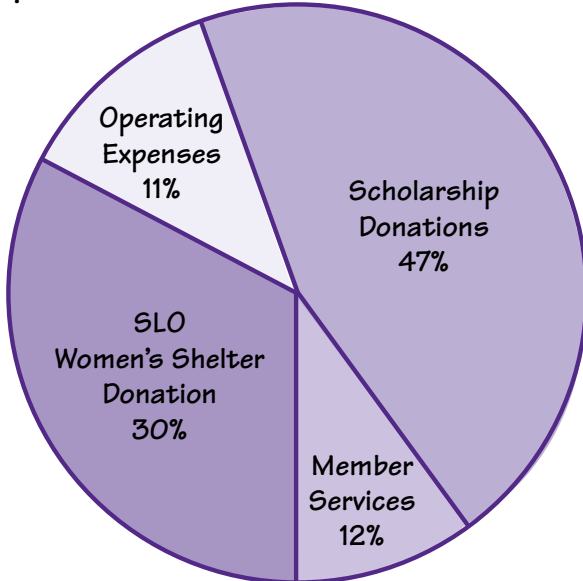


Sabrina Bender, Linda Settevendemie and Peggy Zatt.

Revenue Sources –



Expenditure Distribution –



NOTES: Revenue Sources are net of fund raising expenses. Member Services Expenses includes Chamber Membership dues, Web Site maintenance, speakers lunches and member gifts, etc. Operating Expenses includes telephone, storage, postage, printing, copying, State and Federal Filing Fees, etc.

Mishoulam Insurance Services

Commercial-Personal-Farm

Lisa Mishoulam, CIC, CISR
Broker

(805) 929-5375
1130 Cielo Lane
Nipomo, CA 93444

www.mishoulaminsurance.com
lmishoulam@gmail.com

**ONE MONTH FREE
BUSINESS CARD SIZE AD
FOR ALL MEMBERS*
YOUR AD HERE!**

*Available for new members or members who have new businesses or haven't had a card published.

NEXT NEWSLETTER DEADLINE: MAY 15th



If you're looking for a speaker who
**creates an experience people
can't stop talking about,**
look no further.

WITH MORE THAN A DECADE OF ENTREPRENEURIAL EXPERIENCE, Mary Cravets is a highly sought-after presenter who makes everyone feel like she is speaking directly to them with her engaging, down-to-earth style. She delivers compelling, practical topics that provide participants with simple, actionable ideas, plus the clarity and motivation to put them into practice right away.

Mary is a Business Coach and Speaker who works with highly motivated entrepreneurs and professionals who want to fast-track their business to make more money and enjoy **plenty** of free time. Mary's entrepreneurial journey includes successful careers in Real Estate, Direct Sales, business-to-business Networking Events and now Business Coaching.

Recently a health crisis forced Mary to completely start over and revamp her business, and from the systems she created to weather the storm, she tripled her income while cutting her work hours in half. She teaches audiences and clients the same systems she credits for her current success.

Groups Mary Has Presented To Recently:

- NAWBO (National Association of Women Business Owners) in Tucson, Phoenix and Sedona, AZ; Ventura, Sacramento, and Santa Barbara, CA
- San Luis Obispo Bar Association
- Chandler Chamber of Commerce Women in Business
- NAIFA (National Association of Insurance and Financial Advisors): Phoenix Chapter
- Microbusiness Advancement Center and Women's Business Center of Tucson
- Arizona Small Business Association of Phoenix and Tucson
- Southwest Valley Chamber of Commerce
- Professional Women's Group: Cottonwood, AZ
- San Luis Obispo Women's Network
- American Business Women's Association: Phoenix, AZ and San Marcos, CA
- NAPW: Mesa, AZ and Simi Valley, CA

Raves and Results

"Her delivery was energetic and interactive, her content powerful and thought provoking and she left us with dynamic, effective strategies to clear out what is standing in the way of our success and keeping us from being brilliant."

– Denise McCreery | Owner, d'Vine Gourmet & Chair, Chandler Chamber Women in Business

"I've attended a number of Mary Cravets classes and at each one I have experienced an "aha!" moment. She is able to communicate so knowledgeably and clearly about a variety of subject matters that I have a library of her recordings that I go back to for inspiration and education."

– Candy Sugarman | PlayBig Online Marketing





Win at Business without Losing Your Mind

3 Small Steps to Big Business Success

Owning your own business gives you freedom, flexibility, and the opportunity to make incredible income – IF you can focus and get things done. But most business owners end up with a business that runs them ragged, instead of creating a profitable business that frees them to do all the things they want to do. In this talk, Mary helps cut through the chaos and shares her unique success formula – simple and immediately usable tips for growing, managing, and loving the business you started! Participants will learn:

- How to catapult yourself out of overwhelm in 3 easy steps
- The ONE thing you must do to guarantee success in your business
- The formula to double your income and cut your time in half (yes, really!)
- The myth that keeps you stuck – and how to bust it!
- How to get your to-do list under control once and for all.

Simplify Your Marketing to Get More Clients (and save your sanity!)

How to Create More Leads & Income by Doing Less

Is your business running you? With so many marketing options, it's tempting to try to do it all... but that only leads to frustration and overwhelm, NOT results. The good news? By doing LESS, your marketing can be MORE effective. Embrace the practice of simplifying, and you will get great clients & customers AND keep your sanity intact! Participants will learn:

- How to identify the best marketing strategies for your business so you can stop wasting time on complicated schemes (ones that ultimately don't work anyway!)
- Why doing less marketing will give you more results, faster
- The costs of making the most common marketing mistakes and how to avoid them
- Significantly reduce or even eliminate resistance, wasted time, and learning curves in your marketing efforts.

What to do When Everything Seems Urgent

A Simple Plan to Get it All Done

If you could banish the day-to-day chaos of your business by boiling down your to-do list to a few key activities, what could you accomplish? Would you take some time off? Write a book? Open a new office? Participants will learn:

- Simple ways to stay on track, and to create success every day – on your own terms
- How to banish that nasty, nagging little voice that says you should be doing more
- Techniques to help ENJOY the freedom and flexibility of owning a business!
- A simple system to lower stress levels, increase clarity and focus, and get predictable, measurable results.



Contact Mary Today



Mary@MaryCravets.com | (928) 300-6739
www.MaryCravets.com