

Speaker Lindsey McConagh Shared an Overview of PR and Media Relations



Lindsey McConagh described the different types of PR along with tips for media relations.

Photos by Dawn Rodden



SBWN Vice President Paulla Ufferheide announced information about Women's Wall of Fame nominations.



Our "on the road member at large" Debra Angell helped draw the winner of a free SBWN guest lunch.



SBWN Member Gila Zak (l.) with SBWN Treasurer Rita Flores and SBWN Marketing Director Dawn Rodden.

Photo by Debra Garcia

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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 2017-2018 Coming Events

OCTOBER

Luncheon
Tuesday, 3rd @ noon
La Palapa
1346 2nd Street
Los Osos/Baywood Park

Topic:

Tips on How to Make an Impressive Business Card

Board Meeting

Tuesday, 10th @ 5:30pm
LO/BP Chamber
781 Palisades Ave., LO

NOVEMBER

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

Speaker:

Scholarship Recipient(s)

Board Meeting

Tuesday, 14th @ 5:30am
LO/BP Chamber
781 Palisades Ave., LO

DECEMBER

Holiday Dinner & Benefit
Sunday, 3rd @ 4:00 pm
Windows on the Water
699 Embarcadero #7
Morro Bay

Board Meeting

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

Please note: there WILL NOT be a luncheon in December.



A Message to Our Members

Making the choice to go back to college after taking time off can be an exciting decision but also a daunting one when it comes to figuring out how to afford tuition, books, child care and other college costs.

South Bay Women's Network wants to support local women in their decision to finish a degree, which is why we spend the year raising funds for scholarships for women reentering Cuesta College. There are so many worthy candidates every year and this year we are reaching out to our community to help increase the scholarship fund.

Last year due to great leadership from some members and a cash donation from a founding member we were able to give out 8 \$500 cash award scholarships and two computers with

antivirus software subscriptions! For sure the extra money was a weight lifted off the shoulders of these moms, but what surprised us the most was the emotional lift we gave to these women as well. One of the winners felt she might try to continue on and pursue a Bachelor's Degree after her Associates Degree. We are acknowledging these women with our actions that they are valuable and that we believe what they are doing is important.

Please consider making a tax-deductible donation to the South Bay Women's Network Scholarship Fund. 100% of all funds raised will go to the women who are chosen as the recipients.

Applications/nominations forms included in this issue. Watch for an email with the gofund me link.

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 \$20 meeting fee for members; \$25 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

Tips On How to Make an Impressive Business Card

On Tuesday, October 3rd, 2017, South Bay Women's Network (SBWN) will meet at La Palapa Mexican Cuisine & Seafood, located at 1346 2nd Street in Baywood Park at noon.

What does your business card say about your business? A well-designed business card can make you stand out from the crowd. This month luncheon we will be learning some top tips on how to make a business card that leaves a lasting impression. Learn the 10 steps to designing a great business card. We also will be reviewing our own business cards and finds out if it is comes across the way you hoped it would.

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 \$20 for members and \$25 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!

SBWN Scholarship Applications Now Available

SBWN is accepting scholarship applications for a Cuesta College female re-entry student. Members may nominate a woman whose education would benefit from this scholarship opportunity. **Applications will be accepted until October 6th.**

Online application/nomination forms available at www.sbwn.org under the **ABOUT** tab and in this issue.



Birthday Girls

Linda Quesenberry..... October 15

A thought for the month...

“Any time women come together with a collective intention, it’s a powerful thing. Whether it’s sitting down making a quilt, in a kitchen preparing a meal, in a club reading the same book, or around the table playing cards, or planning a birthday party, when women come together with a collective intention, magic happens”.

- Phylcia Rashad

ANNOUNCEMENTS!!!!!!

- **HOLIDAY DINNER & BENEFIT** will be held again be at Windows on the Water on Sunday, December 3rd but at an EARLIER time of 4pm to enjoy the beautiful sunset on Morro Bay.

The Board is asking members to possibly donate just one item or ask your favorite business for a HOLIDAY DINNER & BENEFIT donation for our fundraiser. We need some overnight trips and other big ticket items for the Silent Auction. Remember great gift items sell raffle tickets and the funds we raise go to the Women’s Shelter.

Please note that there WILL NOT be a luncheon in December.

- **The 39th Annual Oktoberfest and 12th Annual Car show is being held on Sunday, October 29th from 9 am to 5:30 pm in Baywood Park.** Come down to Baywood for local brews, great food, artisans, live music and cars!

- **PENNIES FROM HEAVEN:** A penny jar will be at each meeting to contribute to our scholarship fund. So check your pockets and the bottom of your purse for loose change and bring to the next luncheon meeting.

- 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

2017-2018 SBWN Board of Directors

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LUNCH RESERVATIONS

info@sbwn.org

7 Simple Tips for Effective PR

By Susan Oakes

If you have decided to conduct a Public Relations campaign as part of your marketing plan there are 7 key elements that should be considered.

Looking at these elements before you commence will save you time and help to make your PR campaign more successful for your small business.

The 7 key elements which are quite simple and straightforward are:

1. Is it Newsworthy?

Whilst the media are always looking for news, they will only report or talk about what they believe is newsworthy. Make sure you do not waste an editor's time by providing a press release that is of interest only to you. eg. appointment of a new manager. Information on your market is more relevant to the media and your target, rather than information which is related to your business.

2. Is It Relevant?

One of the most important things to remember when writing a press release is that the information you provide is relevant to the type of media you are targeting, in particular the media's viewers, readers or listeners. For example, if you own a hairdressing salon and you want to target a women's beauty magazine you may provide an article on the latest overseas hairstyles and colours.

3. Support Material

Pictures or photos that relate to your press release may make your article more interesting. Check with the editor what format they would like the pictures/photos to be sent in eg. black and white, PDF, jpeg etc and include them with your press release.

4. Targeting The Right Media And Person

Start developing a list of local and regional newspapers,

radio and television stations, online publications that records a contact name and position (eg. editor or journalist), address, email and phone number for each media contact Find out the best way to send information to each of your media contacts and include this with their contact information. Some editors may prefer email others mail, fax or hand delivery.

5. Becoming An Opinion Leader

If you can build a strong relationship with an editor or journalist and they begin to trust you to provide interesting and up-to-date information, they are likely to come to you first for information on your industry. This will result in you being seen by both the media and their audience as an opinion leader or authority within your industry.

6. Community Involvement

Some businesses forget that their customers may find their involvement in the local community newsworthy. If you donate to charities or you or your employees volunteer for community services, this provides an opportunity to gain positive media exposure for your brand or business.

7. Tracking Results

If you do receive free media coverage from your public relations tactic eg. press release, track where, when and how your information appeared. Also it is a good idea to set up a simple mechanism to see the effect your PR efforts have had on your business such as new leads, new partnerships etc.

PR can be a powerful marketing tactic for your small business and it pays to do your homework first to ensure a successful outcome.

**We had 15 Members & Guests
at Our September Luncheon**

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 digital files to info@sbwn.org.

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

YOUR AD HERE!

NEXT NEWSLETTER DEADLINE: October 15th



SBWN Scholarship Application and Nomination Form

Instructions

If you are nominating a woman for the SBWN Educational Scholarship, please fill out the SBWN Nomination Form. Please refer to the guidelines below before completing the Nomination Form. Only those who meet the basic guidelines will be considered.

If you are applying for the SBWN Educational Scholarship, please fill out the SBWN Scholarship Application. Please refer to the guidelines below before completing the Scholarship Application. Only those who meet the basic guidelines will be considered.

Completed Nomination Forms and Scholarship Applications can be emailed to info@SBWN.org or sent to P.O. Box. 6213, Los Osos, CA 93412-6213

SBWN Educational Scholarship Guidelines

1. Female; minimum 21 years of age
2. Must be a re-entry student (see definition below)
3. No prior degree, including an Associate Degree (AA or AS); certification is acceptable
4. Must be a part or full time student attending Cuesta College

A re-entry student, defined in the educational system, is one who attends college following an interruption in their post-high school education. The student either did not attend college after high school or the student started a degree but was unable to complete it.

SBWN Nomination Form:

Must be postmarked or received by October 6th, 2017

Date: _____ Name of Nominee: _____

Nominee Address: _____

Nominee Contact Number: _____ Nominee Email Address: _____

Does the nominee meet the basic guidelines? _____ How long have you know the nominee? _____

How do you know the nominee? _____

For what reason did the nominee discontinue their education? _____

For what reason did the nominee return to pursue, or begin pursuing, their education as a re-entry student? _____

What makes the nominee a good candidate for the SBWN Education Scholarship? _____

How will the SBWN Education Scholarship benefit the nominee? _____

Nominated by: _____

Contact Number: _____

Email Address: _____

SBWN Scholarship Application:

Must be postmarked or received by October 6th, 2017

Date: _____ Name: _____

Address: _____

Contact Number: _____ Email Address: _____

Do you meet the basic guidelines? _____ List any post-high school certificate earned: _____

How long have you been attending Cuesta College? _____

How many credits have you earned at Cuesta College? _____

Have you earned credits at any other college, if so, please list: _____

For what reason did you discontinue your education? _____

For what reason did you return to pursue, or begin pursuing, your education as a re-entry student?

What makes you a good candidate for the SBWN Education Scholarship? _____

How will the SBWN Education Scholarship benefit you and your educational goals? _____