

SBWN Vice President Paulla Ufferheide Presented Tips How to Make an Impressive Business Card



Paulla (r.) prepared an interesting and helpful presentation about ways to improve and update business cards.



SBWN Member Gila Zak shared how her press kit was improved with the help of last month's speaker Lindsey McConagh.



Light on attendance this month. Where was everybody? Those who attended shared feedback on business card design.



SBWN Treasurer Rita Flores.

Photos by Dawn Rodden

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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

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.

JANUARY

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

Speaker:

Representative from
Women's Shelter Program
of SLO

Board Meeting

Tuesday, 9th @ 5:30 pm
LO/BP Chamber
781 Palisades Ave., LO



A Message to Our Members

Hello ladies,

We are heading into the final months of 2017 and making plans for our favorite end of the year events the Scholarship presentation and the Holiday Dinner & Benefit. We have extended the deadline for our scholarship entries until October 16th and as mentioned in last month's newsletter we set up a GoFundMe to donate to the Scholarship fund. Please share the info with your friends.

Since most of our members were unable to attend our October luncheon meeting here are some of the highlights of good business card design that was presented to us by SBWN Vice President Paulla Ufferheide.

First impressions last. You've got seconds to ensure that first and lasting impression is

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

positive. A well designed, unique business card is a fantastic way to make a strong impression. It's also an instant way to connect with the right customer.

As we move away from print materials, most of our information is on our websites, it is still

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Scholarship Presentation at November Luncheon Meeting

On Tuesday, November 7, 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. We will be presenting our 2017 Scholarship winners. After receiving scholarship applications and nominations, the South Bay Women's Network has selected the recipients of the SBWN Educational Scholarship Fund.

Potential recipients either submitted an application themselves or were nominated, and each was required to be a female Cuesta College re-entry student, defined in the educational system as one who attends college following an interruption in their post-high school education.

Funds for these scholarships were raised at the 2016 Womens Wall of Fame, GoFundMe, Pennies from Heaven luncheon meeting fundraiser and generous donations from SBWN members.

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 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!

**We had 8 Members
at Our October Luncheon**

A Message to Our Members

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important to have a good business card. How can you make the most of this card and what are the steps to having a card that people won't just throw away the minute you are gone?

Turn your brand values into a business card design. Do this by thinking about the customer you're trying to impress, and deciding what would tell the story of your business for that customer. Your images, colors and textures should all be consistent with your existing marketing materials, and all of those should be right in line with the brand values that distinguish your business from everyone else.

If your company is all business, your cards should be too; stick to classic designs with minimalist looks and elegant fonts and colors. If your brand is more creative, artistic or playful, you can use bold images, arresting colors, unusual shapes or humor to get your message across.

Landscape format is more traditional and still the most common orientation. It is easy to read, works well in card holders and can be handled by any printer. However, it is very common, and not as unique as other options. Portrait format is a clean and elegant look but it may be hard to read in a card holder. Custom cuts are unique and should only be used if they work for your brand.

- Consider other material options besides paper.
- Design elements you need to pay attention to are color and font choices. Choosing these correct elements is critical to giving your card the right feel and look.
- Include the right information in the right place. Consider using both front and back of the card.

For many businesses, one of the biggest challenges of designing cards is coming up with something truly original. Fortunately, there are plenty of great ways to break away from the norm and create something truly striking.

- Dawn Rodden
Marketing Director

ANNOUNCEMENTS!!!!!!

• **HOLIDAY DINNER & BENEFIT** will be held again be at Windows on the Water on Sunday, December 3rd but at an **EARLIER** time of 4 pm 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!

• **Entries Forms for the 30th Annual Los Osos/Baywood Park Christmas Parade are now available** – This year's parade is being held Saturday, December 9th at 10am with "Storybook Christmas" as the theme. Those interested in participating will find an entry form at www.lobpchamber.org or by contacting the Chamber office 528-4884 for more information.

A thought for the month...

"We're here for a reason. I believe that reason is to throw little torches out to lead people through the dark."

– Whoopi Goldberg



Birthday Girls

Dawn Rodden.....November 3

2017-2018 SBWN Board of Directors

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LUNCH RESERVATIONS

info@sbwn.org

SAVE THE DATE

Christmas at Sunset

Annual Holiday Dinner & Benefit

An Elegant Dinner
Benefiting the
Women's Shelter Program
of San Luis Obispo
Hosted by
South Bay Women's Network
at Windows on the Water
Sunday, December 3, 2017
at 4 o'clock pm



Commission on the Status of Women
San Luis Obispo County

SLO COUNTY WOMEN'S WALL OF FAME

The Women's Wall of Fame award is an expansion of the annual San Luis Obispo County Commission on the Status of Women – "Woman of the Year Award."

Nominations are submitted to the Commission from organizations throughout San Luis Obispo County of women who have given in an exemplary way to better the lives of others throughout the year. Entries are reviewed by a panel of Commissioners from outside the county. All nominees will be recognized at the luncheon on Saturday, March 10, 2018.

Photos of the top three nominees will be placed on the Women's Wall of Fame in the County Government Building. Their names and year of the award will then be inscribed on a permanent plaque next to the Wall of Fame. We encourage SBWN members to purchase advertising in the event program and to attend the luncheon to celebrate these women and hear information from our Keynote Speaker.

CSW is collaborating with the South Bay Women's Network to provide the recognition luncheon to honor all nominees and introduce the three winners. Call 805-788-3406 or email COSOWO@gmail.com to secure your tickets to the luncheon.

To nominate an individual, download the application on the Commission on the Status of Women website at www.slowomen.org, contact or call CSW at COSOWO@gmail.com or 805-788-3406.

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: November 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? _____