

Why WBON?

By Phyllis Webb, CFP®

Senior Financial Advisor, Waddell & Reed
and WBON President



As we approach the end of our fiscal year, I am reminded of how and why I entered the **Wonderful World of WBON!**

Over the years I have "joined" many different professional/networking organizations. Depending on the organization... charitable intent, profession specific, business owners, some appealing specifically to women... I think you get the idea, I've definitely been through the "joiner stage." Then I started my own tax business... then I became a financial advisor... then a friend and client, Ann Wilbur, asked me if I would consider giving a presentation at a Women Business Owners Network meeting. I thought back to my "joiner days" and asked her if I could come to a meeting to "check it out" first, just to get a feel for the group... and she responded, "I'd love to bring you as a guest."

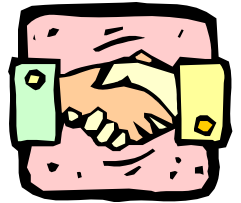
At my first WBON meeting, I had never felt so welcome among complete strangers (some of course, stranger than others... just kidding!). A diverse group of women, all unique, together for the purpose of supporting each other through improving themselves, their relationships, their businesses, and ultimately their lives. Nothing "elitist"... nothing "self serving"...

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WBON in August

Speed Networking

Wednesday, August 20, 2008
7:00 - 9:00 pm



(Reservations required by noon, Friday, August 15)

Deer Springs Winery

16255 Adams Street, Lincoln

\$15 for Members & 1st-time Guests; \$20 for Non-members

Add \$5 for late or no reservations.

(No-shows will be billed)

Join us at this peaceful country setting for this now-annual event which has received rave reviews from past participants. Bring plenty of business cards and get ready to share something about your business in 2-3 minutes with each person there. This is a fun way to meet lots of business women in a short amount of time!

Our host, Jennifer Reeder, will be serving a meat and cheese tray with crackers, fresh fruit, and gourmet brownie and cheesecake bars to accompany your choice of a five-flight wine tasting or glass of wine. Bottled water, teas, and sodas will also be available.

Directions from Lincoln: Take Highway 34 (East O Street) east to 148th Street. Turn left at 148th, go 2 miles to Adams Street. Turn right at Adams, go 1 mile to 162nd Street. Deer Springs Winery is on the southeast corner of the intersection of 162nd & Adams.

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at www.wbon.us by noon on **Friday, August 15** (no-shows will be billed).

- Bring another woman business owner as a guest!
- Bring your business cards for networking!
- All southeastern Nebraska women business owners are welcome!

Gentle Persuasion:

Tips for Improving Professional and Personal Communications

By Nancy Intermill, Xango Distributor

You may have once (or possibly twice) met someone who could sell you the shirt off your own back. She was one of those people who could naturally and effortlessly persuade you to do anything and you'd not only do it, but you'd thank her for it! While you might envy her for her influential abilities, Christy Hutchinson says **you** are engaged in persuasive communications (that is, you are negotiating) all the time!

Christy is an attorney and professor at Peru State College. She once had her own law practice but now enjoys teaching full time. She is particularly fond of online classes where students (and professors!) can come to class in their pjs, and nobody knows!

Because people (especially women) don't like conflict, we may be uncomfortable when we find ourselves in situations that involve negotiation. Citing the well-known book, *Getting to Yes: Negotiating Agreement Without Giving In*, by Roger Fisher and William Ury, Christy shared their four steps to achieving agreements that are wise, efficient, and improve the parties' relationships.

People think you need to take a hard approach, digging into your position and beginning your bargaining from there. But by using the four principles of negotiation the parties can effectively reach agreement on almost any type of dispute (something that is often referred to as a "win-win" situation). The four principles are: 1) separate the people from the problem, 2) focus on interests rather than positions, 3) generate a variety of options before settling on an agreement, and 4) insist that the agreement be based on objective criteria.

Step 1: Separate the people from the problem. In this case you are partnering with the other person to solve the problem together. You can be nice without losing your negotiating advantage, and you'll get a lot further in meeting your own goals if you're also meeting the other person's needs.

Step 2: Focus on interests rather than positions. Here it is important to look behind the other person's position to find out their ultimate interest—what is the **why** behind their position. You

can't get to their underlying interests if you don't engage the other person!

Step 3: Generate a variety of options before settling on an agreement. Brainstorming is a wonderful technique for helping to see the various options of what one person might do to satisfy the other. It brings truth to the old adage that two heads are better than one!

Step 4: Insist that the agreement be based on objective criteria. Both parties must agree that there is a neutral criteria which is relevant to the issue, as well as fair, and they must agree to use that criteria for their solution.

Ultimately, these techniques of principled negotiation (or interest-based mediation) will best preserve the relationship of the involved parties because there is no tug-of-war. So, unless you are one of those people who is naturally blessed with the ability to persuade, Christy suggests that you try these techniques to get what you want!

Nancy Intermill is a candidate for County Commissioner:
www.nancyintermill.com

Upcoming Events

August 20 (Wed.), 2008, 7:00-9:00 pm

Speed Networking

Deer Springs Winery, 16255 Adams St., Lincoln
Back by popular demand! Everyone has 2-3 minutes to network with each person there (much like "Speed Dating"). See page 1 for details.

September 17 (Wed.), 2008, 11:30 am-1:00 pm

Practical Aromatherapy – How to Eliminate What's 'Bugging' You in Your Home & at Work

Presenter: Ann Woledge, Wingsets Aromatherapy
The Knolls, 2201 Old Cheney Road, Lincoln
Ann will talk about infectious "bugs," insect "bugs," and people who "bug" you. This is also our Annual Meeting when we install new officers and report on the state-of-the-organization.

Why WBON? (cont. from page 1)

nothing "snobbish"... nothing "superficial." How refreshing!

Past President Gail Perry said it well in her September 2006 article, "Our members are business owners worth meeting. The intelligence, independence, and persistence of the women I talk to at our meetings always impress me. They are creative, delightful, and generate the energy I need to work on my business, not just my work...the programming has always been the centerpiece of WBON. It is relevant, interesting, and short...very digestible."

We have been blessed to have such a wonderful group of professionals gathered in such camaraderie. WBON is the epitome of the saying, "The whole is greater than the sum of its parts." May we "wrap up" this year in the grand style of WBON. I look forward to our next meeting, Speed Networking, the WBON Way!! Until then...stay cool!

Members' Thoughts: "Why WBON?"

"The connections as well as relationships I have formed since joining WBON have been both professionally as well as personally rewarding. The common bond we share is the desire for each of us to succeed in our career goals." ~Gina Larson, Fall River Consultants

"WBON feeds my spirit and gives me energy to go out there and be the best that I can be. Every member is a strong woman with a unique story, eager to share and provide encouragement so that others may also experience success. When budgeting for my business, my WBON membership is a top priority!" ~Mary Williamson, Citi Smith Barney

"The best part of being in WBON is all the unique women that you have the opportunity to get to know. It is always interesting to me to hear how they manage their businesses. The quality of the programming keeps me coming back each month!" ~Shari Hadley, Hadley Family Dentistry

NOW'S THE TIME TO JOIN OR RENEW YOUR MEMBERSHIP!!

WBON's 2008/2009 Program Year Begins September 1

Your WBON membership affords you....

- Opportunities for personal and professional growth
- Discounted meeting fees/WBON on Display booth fees
- Participation in WBON Lites (luncheons, book reviews, golf outings)
- Membership directory
- Discounts and special offers at member businesses
- Access to the members-only section of our website

New Members

Annual membership dues...	\$120.00
Entrance fee...	\$ 25.00
An entire year for only...	\$145.00

(Dues are prorated at \$10/month to the start of our annual year, September 1)

Renewing Members

Annual membership dues...	\$120.00
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Dues are not prorated for renewals. Renew now to maximize your learning, networking, and growth potential.



Make checks payable to WBON.

Mail to: PO Box 85323, Lincoln, NE 68501-5323

New members please include membership application with check.

For information, call Jennifer Haralson, VP Membership or the WBON Hotline at 402-434-7926.

2007/2008 Board

President, **Phyllis Webb** 327-9998

Vice President, **Vacant**

Secretary, **Mari Lane Gewecke** 423-8871

Treasurer, **Dawn Liphardt** 416-5906

VP Membership, **Jennifer Haralson** 420-7387

Programming, **Kathy Koch** 434-2442

Communications, **Paula Fehringer** ... 797-7782

Past President, **Gail Perry** 475-1075

WBON Mission Statement

It is the mission of the Women Business Owners Network to provide a positive, supportive environment, relevant programming, and networking opportunities to women business owners. We strive for a core membership of women who contribute their interests and perspectives to programs that promote professional and personal effectiveness, as well as the development of personal relationships.



**Tammy
Eagle Bull**

Who can join Women Business Owners Network?

WBON is intended for women who are sole proprietors, partners, and corporate owners with day-to-day management responsibility. Sustaining memberships are available to individuals who support the objectives of WBON.

Annual Dues

First-year dues: \$120 (prorated at \$10/month to the start of our annual year, September 1); plus a \$25 entrance fee = \$145 total.

Renewal dues

\$120 per year, September 1-August 31. Renewals are due September 1.

Send your dues to:

WBON
P.O. Box 85323
Lincoln, NE 68501-5323

To encourage guests to try out WBON, and to make it less expensive for members to bring a guest, we have lowered the meeting fee for first-time guests. First-time guests can attend one meeting at the member rate of \$15.* Non-members can attend two additional meetings at the non-member rate of \$20. After attending three meetings, nonmembers are encouraged to become members. If they wish to continue to attend meetings as nonmembers, they may do so at a rate of \$30 per meeting. Past WBON members are welcome to attend at the \$30 rate, and can deduct \$15 from the membership fee if they renew their membership by the close of the meeting. (*Add \$5 to all prices for late or no reservations.)

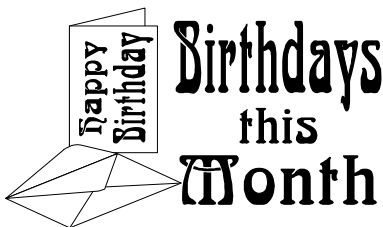
Members, please let your guests know our policy.

Newsletter Policy

All guests are added to the WBON prospect mailing list. Individuals on this list will receive our mailings for a year. Their names will be removed if they do not become a member during that time.

Visit the WBON web site: www.wbon.us

developed and maintained by blueship.com



August 5: Kindra Foster

August 18: Jennifer Haralson

August 19: Kathy Koch