

## A Word (Or Two) On Leadership

By Phyllis Webb  
Financial Advisor, Waddell & Reed  
and WBON President



As we enter the warm (or is that really hot and humid...or wait...pouring rain) days of summer, we carve out a few moments like this where we

think about the people, sometimes leaders, who have influenced us in our lives.

You see, I'm not really a writer, I'm a storyteller. Sooo...please allow me to relay a story that influenced me. When I was a senior in high school (okay, an older story, as my 30-year reunion is this year; go ahead, do the math), my track coach was also my sociology teacher. Honestly, I don't recall what the lesson topic was, I just remember him saying to the class one day, "Take Phyllis, for example." He had my attention now! He went on to say, "She has absolutely no natural athletic ability, whatsoever." I started sinking into my chair. "But, she works harder than anyone I've ever seen." He proceeded to tell about the improvement I had made over the season in my time for the race in which I competed. What I learned that day is: **Your best is always good enough.** The impact this has had on my journey is unforgettable. I look forward to us continuing to share our best with our families, friends, clients, customers, and with

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## WBON in July

### Gentle Persuasion: Tips for Improving Professional and Personal Communications

Wednesday, July 16, 2008  
11:30 - 1:00 pm

(Reservations required by noon, Friday, July 11)

The Knolls

2201 Old Cheney Road, Lincoln

\$15 for Members & 1st-time Guests; \$20 for Non-members  
Add \$5 for late or no reservations.

(No-shows will be billed)



**Christy Hutchison, J.D.**, is an attorney and assistant professor of business at Peru State College. She is also a certified mediator and teaches conflict management, organizational communications, and ethics for the college. Christy has a keen interest in the application of conflict resolution in all aspects of community from the playground to the dinner table, and from the corporate boardroom to international relations.

This presentation will cover the artful use of questioning, listening, exploring options, and choosing language carefully as means for resolving conflict and creating valuable alliances and relationships.

For reservations or information, call the WBON hotline at **402-434-7926** or register on-line at [www.wbon.us](http://www.wbon.us) by noon on **Friday, July 11** (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!

*This month, I had two members who were so inspired by Jennifer's talk that they wished to collaborate on the article. As business owners, we all know we need to think "outside the box." Enjoy the review.~Paula*

## *June meeting review*

# Thoughts On Leadership

*By Nanci Francis, Alter Ego; and Rachel Taylor, Arbonne*



Jennifer Pospichal, president of Outdoor Recreation Products and long-time WBON member, shared her thoughts on positive leadership at our June 18 luncheon. Inspired by the life and death of good friend, mentor and business associate Barb King, Jennifer embarked on a

discussion of the qualities and characteristics of a good leader.

Barb King and her husband began a business called Landscape Structures out of their garage, designing and constructing quality playground equipment for the public market. As Jennifer's own business grew and developed, so did her relationship with the Kings as she sold and distributed their product. Barb's mentoring qualities of motivation, inspiration, and high personal standards clearly were not lost on Jennifer. She discussed traits such as empowerment, openness and passion, the ability to see the best in people, help them be the best they can be, and the willingness to help bring them along without envy or fear.

The humanness of good leaders was of special importance: the ability to admit you are not perfect, that you make mistakes and can learn from other's experiences, to take time for small favors such as a special card or memory of an emotional event in someone else's life. Leaders possess the universal gifts of kindness, friendship and caring, show a willingness to have fun and enjoy the journey of life, understand that the world goes on and it's not about themselves.

In closing, Jennifer quoted her good friend by reminding us all: "It's the journey that creates character."

Good Leadership Is:

1. One who is passionate about life and all it has to offer.
2. One with high standards for themselves while inspiring others to achieve the same standards.
3. One who sees the best in people!
4. One who strives for the good and not the bad.
5. One who empowers others to success.
6. One who is not envious and wants to pull others into the plan of success.
7. One who creates and welcomes open discussion and helps others become successful by sharing information and not keeping information to themselves.
8. One who does not micro-manage, allowing the ones they work with to take ownership and pride in their own work.
9. One who is aware of the impact they have on others and the influence we have on one another.
10. One who realizes that perfection is not required to be a good leader and recognizes that we all make mistakes.
11. One who can recognize when something isn't working and takes the time to stop and create dialogue about how to move forward successfully.
12. One who is willing to discuss issues with a variety of ideas and opinions.
13. One who is willing to look at all the potential options and angles in making a decision.
14. One who is special to each person they engage with, making each individual person feel special and important to them.
15. One without judgment, trusting people are looking to be their very best.

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Thoughts On Leadership (cont. from page 2)

16. One who takes time for little things, such as sending a card, a note, or giving verbal recognition and support.
17. One who can look at other leaders and realize they are human too...their success was NOT effortless, even though it may look like it.
18. One who knows how to have FUN and enjoys the journey of life. Friendship and kindness are universal gifts we can all give freely.
19. One who realizes it's not all about them.
20. One who energizes you and reminds you WHY you do what you do.

**Allow yourself to be the best leader  
you can be!!!**

*Nanci Francis owns AlterEgo Custom Bridal and Formalwear, located inside Sarah's Bridal Shoppe at 17th and Van Dorn. She also helps her husband work their small farm north of Lincoln, spoils the barn cats, chases after grandkids' sports events, and closely watches the weather.*

*Rachel Taylor, Area Manager with Arbonne International, offers you a pure, safe and beneficial way to treat your body and skin. The Seasource Detox Spa is the newest addition to Arbonne's product line helping you achieve your health from the inside-out. Arbonne caters to the entire family to meet your needs. Visit Rachel at [www.xplor.myarbonne.com](http://www.xplor.myarbonne.com).*

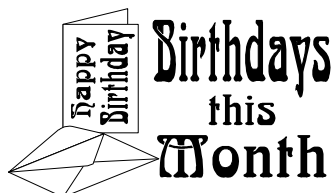
*A Word (Or Two) On Leadership (cont. from page 1)*  
each other in our very special network of women business owners.

In closing, I had a FABULOUS time once again at the most recent WBON meeting. I would like to give my personal thanks to Jennifer Pospichal for her inspiring words. I also give my heartfelt thanks to our Board for "stepping-up" to fulfill our mission and our somewhat challenging transitions.

I am honored to "step-up" to serve as your "interim" President over the next few months with the humor and passion you have come to know. Whoosh! Here we go!



*Happy  
4th of July!*



July 26: Jennifer Bartels  
July 30: Phyllis Webb

## Upcoming Events

**July 16 (Wed.), 2008, 11:30 am-1:00 pm**  
**Gentle Persuasion: Tips for Improving Professional and Personal Communications (see page 1)**

Presenter: Christy Hutchison, JD, Peru State College Professor  
The Knolls, 2201 Old Cheney Road, Lincoln

**July 24 (Thurs.), 2008, 6:00-8:00 pm**  
**WBON Lite - Book Review**

Panera Bread, 201 N. 66th St., Lincoln  
*How to Run Your Business Like a Girl: Successful Strategies from Entrepreneurial Women Who Made It Happen* by Elizabeth Cogswell Baskin.  
Get your book and start reading now!

**July 31 (Thurs.), 2008, 7:00-9:00 pm**  
**WBON Program Planning Meeting**

Jennifer Haralson's home, Lincoln (*directions will be emailed*)  
Come help the Board brainstorm topics and presenters for next year's WBON meetings. Your input is needed! Bring a snack. Wine and soft drinks will be provided.

**August 20 (Wed.), 2008, 6:00-9:00 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"). Topic to be announced.*

**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.*

## 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](http://www.wbon.us)

developed and maintained by [blueship.com](http://blueship.com)

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

