



The Nexus

SPRING 2009

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WHY YOU SHOULD ATTEND BUSINESS NETWORKING EVENTS

No matter how hard you work, you cannot live up to your full potential as an entrepreneur operating in total isolation. Even if you are not a social-preneur by nature attending business events can accomplish four key things to help you both personally and professionally:

Educational Benefits in Networking: You will likely learn at least one new tip or strategy, or maybe an easier way of doing things. Having others to brainstorm and bounce ideas around with can save you time, money, and headaches.

Networking Improves Your Credentials and Professional Appearance: You can beef up your website and business credibility by talking about the events you attend. The more serious you are about investing time into your business, the more serious others will be about your business, too.

Networking Boosts Your Confidence and Sense of Pride: You feel more empowered and validated as an entrepreneur when you participate in the “live” business world. It is easy for work-from-home moms to feel like they are an “impostor” business woman because they work in jammies at the kitchen table answering emails at 2

a.m. It is important to remember that no matter where you work from, how small your business is, or even if you are taking a loss right now, if you own a business you are still an entrepreneur. Meeting other women in various stages in their own professional lives (including working from home offices in ratty sweats) can be very encouraging. Getting to network face-to-face is exciting and rewarding because you get to talk about your business with others who are like-minded. When others share your enthusiasm it can help restore your vision and passion for your own business.

Make New Business Contacts: And last, the obvious benefit of networking: you will make new business connections that could lead to clients, sales, investors, and other important contacts. Online contacts are often like blind dates and take longer to establish, but meeting someone face-to-face gives instant gratification and affords you the ability to more quickly assess if a potential business relationship is worth investing time and attention to develop further.

By Lahle Wolfe, About.com

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PRESIDENT'S MESSAGE: DENI OVERTON

Dear LBWN Members,

As I write this short note, we are in the midst of our first wet weather of the season. As much as I know we need the rain, and as happy as I know my yard is for a good soaking, I have enjoyed our mild winter so much!

What do you think of this name for our newsletter? In looking for words that are synonymous with the word network, I found nexus. The definition is “a connection, tie, or link between individuals of a group.” It seemed like a perfect name!

Please make time for you—and your business—to join us at meetings...and invite other business women that you know to come and “try us out.” We are working hard to make LBWN an organization that will benefit you and your business in many wonderful ways. See you soon!



Deni

Free AYURVEDIC CONSULTATIONS: CHRISTINE TYKESON

I will offer free ayurvedic consultations during the months of May and June 2009. Ayurveda is an ancient science of healing from India which can change your life and improve your health dramatically.

I will be required through my studies at *Mount Madonna's College of Ayurveda* to do supervised consultations and follow-ups with clients before I graduate. These

consultations will come after in-depth internship training. I have already attended over 300 class hours. All consultations are supervised and all recommendations to you will be previewed by the supervisor before you receive them. Last year's supervisor had a 5 1/2 year degree from Pune University in India and has been in practice for over 20 years. You will get the benefit of high level of expertise and pro-

vide me with the opportunity to learn!

Please contact me at **588-2350** if you are interested or want further details. I can only do a limited number of consultations and I have deadlines to meet, so I am getting the word out early and hope to get a list of people who would really like to benefit from an ayurvedic consultation and have fun in the process.



Christine is a Certified Massage Therapist & Ayurvedic Body Therapist.

GET TO KNOW YOUR LBWN BOARD

Lilia Rochester, VICE PRESIDENT

Lilia is happy to be serving again be on the board. She has a desire to help mentor our membership in order to grow, thrive and be successful. She would also like to be able to put workshops on for our members. In addition to VP duties, Lilia will be our "Roving Reporter" and will present questions to you at the meetings to be shared in our newsletter.

Lilia is a professional organizer as well as a Spanish teacher, interpreter and handwriting analyst. She loves getting people organized! Check out her upcoming workshops on such topics as time management, personal and professional development, goal setting, clutter control and paper flow management. She is also available to come to your office or home to help you, and loves teaching Spanish to groups or individuals.

Chris Ward, TREASURER

As one of the few remaining charter members of LBWN, we are grateful to have our resident accountant willing to continually serve as our organization's Treasurer. She keeps track of all incoming & outgoing funds and makes sure that there is accountability by having our monthly financial statement at our meetings.

Chris is the owner of Ceeward Bookkeeping & Tax Service. You may find her in her office at all hours—especially during tax time. Although she runs a busy office and takes good care of her loyal clientele, she makes time to be at almost every LBWN meeting. She is an asset to our group & our community.

Robyn Small, SECRETARY

Robyn has been our LBWN Secretary for the past few terms. She keeps minutes of our meetings, and is appreciated for her loyalty to our organization.

Robyn and her husband Jim are the owners of At Home Senior Services. They provide a valuable service to seniors who need assistance, either very part-time or on a full-time basis.

Sachi Yenokida, MEMBERSHIP CHAIR

Sachi has been the Membership Chair for LBWN for over 3 years and feels this is a great group of women interested in helping each other grow their businesses, as well as doing good in our community. It is through networking and partnering where she has seen businesses start to increase their visibility and grow. She has made such wonderful friends along the way and that is why Sachi wants to see this group continue to grow and become a link to each other's success.

Sachi is the VP & Branch Manager of Union Bank here in Lompoc and is celebrating her 30-year anniversary this February. Union Bank is one of the few that did not do the sub prime lending game and have a solid reputation of credit quality and excellent customer service. They have great hours, open from 7:30 am to 7:00 pm, Monday through Friday, 9 am to 2:00 pm on Saturday and full service all day. UBOC offers their clients drive up window service all day, night depository, drive up ATM, walk up ATM and letter drop availability.

GET TO KNOW YOUR LBWN BOARD, CONTINUED....

Vicki Bates, HOSPITALITY CHAIR

Serving as the Hospitality Chair is an opportunity Vicki considers a joy to perform. She enjoys introducing herself to guests and gets to meet lots of wonderful motivated women. Her goal is to make them feel welcome and know that we, at LBWN, are glad they came to visit us. She also enjoys sending out birthday cards. She enjoys the opportunity of letting members know they are thought about even when not at meetings. Selling the 50:50 tickets is fun for her! It makes her feel she being of service to the group's vision of helping others. It's also fun to chat with and greet members as I ask for donations.

As a wellness consultant with Nikken, Vicki sets a high standard for herself. Her business goals include:

- Provide excellent service to my clients. I want them to know I really care about them as friends and customers.
- Accomplish greater growth in my business through the referrals of other members.
- Educate more people about the importance of prevention in staying healthy.

Deni Overton, PRESIDENT

Serving her second 6-month term as president of LBWN, Deni is starting to feel a little more comfortable in the position. Growing up, she was painfully shy—but decided in her early adult years that it was something she wanted to “get over.” One of the opportunities that came along at that time was to serve as the president of a mothers of twins organization in Fresno, CA, near where she lived at that time. It was a great start to what is an ongoing process! This month she will take another big step. She has been asked to make a presentation at the Creative Memories Regional Convention in San Jose.

Her motivation to serve as LBWN president comes from being very impressed with the organization from her first meeting in 2007, and wanting to help find more ways to help it grow and give members more in the way of benefits. She realizes not all the members can attend every meeting, but has seen for herself the networking benefits of being an active and participating member of LBWN.

Deni has just started her 14th year in business. She was able to leave her full-time position in June of 2007 to devote all of her time to her Creative Memories career. Creative Memoires is a direct sales company based in St. Cloud, MN with excellent products and career opportunities. She enjoys working with her current and potential team members to help them build strong businesses, and with her clients to help them accomplish the goals they have for celebrating their photographs and memories. She teaches classes and carries supplies for both traditional & digital scrapbooking, as well as her “inspired surroundings” line of products for displaying meaningful photos and items in your home.

Sharon Umphlett, PUBLICITY CHAIR

Sharon is serving her second 6-month term as Publicity Chair and is really getting LBWM more exposure. Our meeting notices are popping up in the About Town section of the paper, and she is finding other places to advertise as well. Sharon recently had a wonderful article about her business published in the Lompoc Record. We thought the best way to tell you more about Sharon is to print a portion of Allie Kay Spaulding's article from the Lifestyle column. You can probably still access the entire article on the Record's website, as Ms. Spaulding did a great job of explaining the process Sharon follows to make her wonderfully natural and great smelling products! Here's an excerpt....

Lompoc Valley Soap Works? A soap factory, here in Lompoc? Even a non-columnist's bells would ring.

In the fullness of time, I found myself in Vandenberg Village, in Sharon Umphlett's backyard. She invited me into the Lompoc Valley Soap Works, by far the cleanest, best lighted, best organized shed I'd ever seen. Two spacious work benches, shelves of empty glass bottles of varying sizes, shelves of bottles and tubes of colorful oils and pigments, racks like those that bakers use to cool pies, big white buckets full of fat and lye under the work benches.

“When I began to make soap three years ago, I was leery about handling lye. It must be measured very carefully. One must never, never use too much. It can harm the skin. However, I had worked in a clean room at DuPont's Research and Development lab making polymer displays, so I had some experience in handling chemicals.”

Three years ago she accompanied her then 6th-grader son, Phillip, to Old Mission Days. She watched docents making soap. Intrigued, she thought: “I need to do that.” For a year she visited libraries, did computer research, and joined an online soap-making group. The success of her experiments led her to look into marketing her products.



Sharon at work in the Soapworks factory!

ROVING REPORTER: LILIA ROCHESTER

What is your most effective marketing tool?

Dr. Teresa Martinez-Baker, Chiropractor:

Being involved in the community, talking to everyone, handing out business cards. Word-of-mouth referrals is the best.

Robyn Small, At-Home Senior Services:

Referrals, TV and newspaper ads

Mary Walsh, East West Health Center:

Word of mouth, coupon catalog.

Valerie George, Realtor:

Referrals, internet, signs.

Deni Overton, Creative Memories

Home get togethers—they're super-referrals! When my host invites her friends & family to hear my presentation, they are often surprised at the options I have for celebrating memories and how I can help them accomplish that.

Dulsie Sinn, Work, Life, Recess:

Personal contact. Networking for referrals and connections.

Vanessa Forney, Laughing Coyote Web Design, Graphics & Illustration:

Referrals, internet.

Christine Tykeson, Massage Therapist:

Word of mouth, Gift Certificates (many convert to clients)

Susan Lindman, Cookie Lee Jewelry:

My purse—it has 6 pockets to display Cookie Lee Jewelry. I have had people ask about it. I show them the jewelry that is displayed in my purse. Sometimes they buy it right out of my purse!

Nellie Sewall, Alfies Fish & Chips:

TV commercials have been very effective. Also, the Clipper Coupon - we have had tremendous response from that.

Vicki Bates, Wellness By Design:

Referrals, word of mouth.

Kathy Guthrie, LPC:

Referrals, salespersons.

Lilia Rochester, Organization Cons., Spanish Instructor:

Personal and professional attitude, word of mouth, fliers.

Chris Ward, Ceeward Bookkeeping:

The telephone book

Sharon Pensabene, Insurance:

Word of mouth referrals are GOLDEN! "Ask a Pro" newspaper column also.

UPCOMING LBWN SCHEDULE:

FEBRUARY 25TH AT 12 NOON:

Host: Vicki Bates

Showcase: Special Group Networking Session

Location: Carrow's, 1129 North H St., Lompoc

MARCH 11TH AT 12 NOON:

Host: Robyn Small

Showcase: Nellie Sewell, Alfie's Fish & Chips

Location: The Jetty, 304 W. Ocean, Lompoc

MARCH 25TH AT 12 NOON:

Host: Kathy Guthrie

Showcase 1: Robyn Small, At Home Senior Services

Showcase 2: Susan Lindman, Cookie Lee

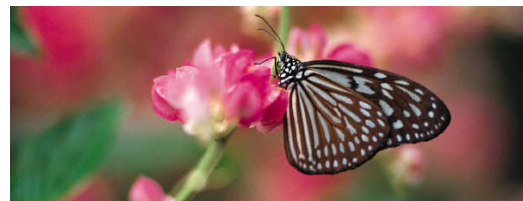
Location: TBA.

APRIL 8TH AT 12 NOON:

Host: Nellie Sewell

Showcase: Vicki Bates, Wellness Consultant

Location: The Jetty, 304 W. Ocean, Lompoc



Three LBWN Members (including two who may not actually realize what they've gotten themselves into!) have joined up and committed to the Avon Breast Cancer Walk in San Francisco on July 11 & 12. We will be organizing fundraising events over the next few months as we train to walk the grueling 39.3 miles over 2 days. We appreciate any & all support as we raise the required \$1800 per walker.



Breast Cancer slammed our very own Vicki Bates & Susan Lindman just in this past year, so we walk for them and our other family & friends who have been impacted as well...

LBWN Team Members Sharon, Jenn & Deni