

KWN Community

September 2017

Kenosha Women's
Network

A Monthly Newsletter for members of Kenosha Women's Network

Women Supporting Women in Business

A Note from our President:

Hi KWN Members!

The weather is changing. The cooler temperatures have been nice, but it is hard to enjoy these nice days when there is so much devastation happening in Texas. Please keep them in your thoughts and prayers.

KWN is now gearing up for our biggest fundraising event of the year: our Holiday Luncheon. Amanda Blommel is chairing the event this year. If you would like to help with the Holiday Luncheon, please let Amanda know. Once again, we will hold our event at the Kenosha Country Club. Amanda is already accepting your donations for raffle items. We need to know the higher ticket items so we can get the tickets printed.

We are also looking to grow our membership, so keep inviting guests to join us at our lunches. That way they can see what we are about and may decide to join our organization.

It is also the time of year where we are looking to see if any of you are interested in getting more involved with Kenosha Women's Network by running for an office or joining a committee. If you do have an interest, please contact one of the current officers for more information or to get any questions you may have answered. Elections will be held in November this year as we adjust our fiscal year to match the calendar year.

Hope to see you all at our September meeting on the 8th!

Joanne

September Meeting:

Friday, September 8, 2017

11:30AM to 1:00PM at
Victoria's Catering, 2319 63rd
St, Kenosha

RSVP by Wednesday,
September 6, 9pm to

rsvp@kenoshawomensnetwork.org
and put "attending" in the
subject line.

The meeting fee is:

\$12.00 with Reservation,
\$15.00 at the door.

Our Mission:

*To promote and encourage
the professional and
personal growth of our
members in a supportive
environment, where
women's efforts are
recognized and encouraged.*

KWN Welcomes:

Cathy Ostrowski - Owner/
Manager of Jazzercise

We're glad you're here!



IMPORTANT UPDATE!

If you were not at the August meeting, you may have missed the announcement that the Fall Quarter Auction, scheduled for Sunday, September 10 at 2:30pm, has been cancelled! The reason? The Packers home opener is the same day, at 3pm! This would negatively impact attendance at our event. Given the late cancellation, we are going to skip the fall quarter auction and hold the next one in the spring.

Think Christmas!!

Our September meeting marks 107 days to Christmas! More importantly, it marks exactly three months to our Spectacular Holiday Luncheon and Raffle! It will be here before you know it, and the committee, headed by Amanda Blommel, is hard at work planning. This is our chief fundraising event for the mini-grant program, a great time to invite guests to see what KWN is all about and an all-around excellent and fun event! Please think about what you would like to donate to the raffle-no re-gifts, please; it should be something you would like to win! Don't know what to donate? Gift baskets are always popular-think of a theme. Our top prizes will be printed on the raffle tickets, so, if you or your business would like to donate an item valued at \$300 or more, please let Amanda know as soon as possible!

Board Members:**President:**

Joanne Horner
847-337-2778

Vice-President:

Patti Mason
847-379-5490

Secretary:

Christine King
414-916-5464

Treasurer:

Alicia Fosbinder
262-634-7108

Standing Committee Chairs:**Communications /Newsletter**

Joanna Carlberg
262-358-0411

Membership:

Wendy Gauss
262-960-5283

Fundraising:

Open

Hospitality:

Christa Boudreau
847-351-3044

Personal Branding: Promoting yourself to promote your business.

As a portrait photographer, I am often asked to take "headshots", which are head and shoulders portraits for use on business cards and in print advertising. A good headshot helps a business owner present a professional image from the first customer contact. You are the face of your business; everything you do as a business owner or manager, from dressing appropriately to commenting on your personal Facebook page affects how your customers see you. The name for this is "Personal Branding". The idea is that all your marketing should have a cohesive look and reflect a professional vibe. This includes not only your personal behavior when in contact with a customer (politeness, prompt responses to emails and phone calls, punctuality and following through on commitments) but how your web site and social media presence reflects your values.



In today's internet marketplace, the future customer's first contact is often through a web site or social media platform. The image you present there may determine whether or not the relationship goes any further. What the customer sees there tells them a lot about the business. Is the web site clean and attractive and easy to navigate? Is it adaptable to mobile viewing? Does it take forever to load? How recently was it updated? Are there out of date promotions listed? Even worse, is it a parked domain with a "coming soon" message dated 2015? If the site is attractive, studies show that viewers will spend longer on the page. The human brain is a visual instrument and many of the decisions we make every day are driven by visual cues. In addition, our attention spans are getting shorter and shorter. **Statistic Brain** released a report in 2013 that put the average human attention span at 8 seconds, which is down from 12 seconds in 2000. To put this in perspective, the attention span of a goldfish is 9 seconds. Your web site and marketing materials clearly need to be long on images and short on text!

Of course, networking is an important part of promoting your business! KWN and other networking groups give you, the business owner, a great place to meet other professionals and make valuable contacts. Being involved in charitable events, and volunteering in the community, not only benefits others, but benefits your personal brand! Talk about a win-win situation!

KWN wants to help its members promote their careers! Planning is in the early stages for an event to help you "Update your Professional Look". What would you like to see at such an event? How to craft an effective "Elevator Pitch"? Headshots? Web and social media advice? Dress for success? Hair and make-up advice? Looking professional boosts your confidence and that helps you act professional too!

September Speakers:

The 3 minute speaker will be Katrina Leonard, recruitment manager at Girl Scouts of America. The 10 minute speaker will be business executive, author and inventor, Paul Nehlen, who is currently running for Paul Ryan's Congressional seat.

If you would like a chance to speak at one of our up-coming meetings, please contact Patti Mason at 847-379-5490 or e-mail her at: vice-president@kenoshawomensnetwork.org.

Promote your business in the 3 minute slot, or speak about an educational topic beyond just business in the 10 minute slot.



Food allergies are never fun and can be life-threatening! If you have any such allergies, please mention them when you RSVP to: rsvp@kenoshawomensnetwork.org. We'll do our best to make sure you stay safe!

Thank you to our members who donated raffle prizes for Our August Meeting!

*Peggy Walker –Pepper the Clown *Marlene Sally– Sally Communication *Patti Mason –Pepperspray Patti *Peggy Gallo– Shaklee

*Dee Miller– Diamond Flooring & Design *Mary Modder –SE Wisconsin Labor Times *Joyce Erickson–Retired advocate

Have you considered making a donation to our monthly raffle? Get your name and business mentioned in our monthly newsletter!