

JANUARY 2009

1981-2009
OVER 25 YEARS OF HELPING
WOMEN SUCCEED IN THE
MOHAWK VALLEY!

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Network MV

The Mohawk Valley Business Women's Network Monthly Newsletter



Happy New Year Ladies!

Welcome to 2009 in the Network. I just want to apologize first for the delay in getting the newsletter to you. I was just too busy gazing at my new little addition, Jordyn Leigh, who joined us on Friday, December 26th at 7 pounds, 4 ounces and 20 inches long. She's doing great and will likely make an appearance at January or February's meeting. But enough about me...

We've got a great schedule of speakers coming up this winter and spring, starting off with Wine 101 by Dick Kovach and Sharon St. John. Join us at Valentino's for some good food & helpful wine basics.



It's also that time when you can win FREE MONEY! That's right; it's time to submit your Endowment Award applications. Look for applications on our website. Contact Sharon St. John for more information. Applications are due by January 31st. Come out and warm up from the winter cold by sharing in networking, food and wine on Wednesday, January 21st at Valentino's in Washington Mills.

I look forward to seeing you there,

Julie Steele, President

Business of the Month: Party Gals, Debbie Joyce

Has it been a while since you've had a few hours to spend with your friends, co-workers, neighbors? A Party Gals Romance Party is the perfect way to get everyone together and share a few giggles. At our in-home parties you will be able to view and sample the latest products to enhance your relationship and turn that smoldering ember back into a flame!

Debbie has been a Romance Specialist with Party Gals for over 7 years, and is currently the top distributor in the nation and a member of Party Gals Presidential Panel. She tastefully presents a variety of romance products while enlightening and educating guests at the same time. Her hostess program includes free and discounted products and even vacation getaways and cruises. You just invite

the guests and provide light snacks and beverages. There is no fee to host a party.

Fundraising parties are also an option and have been profitable for numerous organizations in the area with donations ranging from \$125 to \$500. Couples parties are another option as well. So when you are looking for a fun night IN, contact her to book "a party you'll always remember for nights you'll never forget!"

Business Profile

OWNER

Debbie Joyce

ADDRESS

6293 Pleasant Drive, Rome NY 13440

PHONE

315-335-0030

E-MAIL

partygal@twcnny.rr.com

Executive Board
(9/08 - 6/09)

PRESIDENT

Julie Steele
 Gustafson and Co.
 697-2345

PRESIDENT ELECT

Michele Colicci
 Michele's Waxing Essentials
 723-1569

TREASURER

Amy Lawlor
 A&M Financial Services
 725-2146

RECORDING SECRETARY

Collette Aurand
 Black River Bookkeeping,
 LLC
 831-2721

CORRESPONDING SECRETARY

Teddy Allen
 Sound Investment DJ,
 Karaoke & Sound Services
 826-3904

IMMEDIATE PAST PRESIDENT

Laurie Dowell
 The Buffer Zone Nail Salon
 724-2769

MEMBER AT LARGE

Barbara Dougherty
 O'Hair Unisex Salon
 737-1244

MEMBER AT LARGE

Wende Maliani
 MeMe's Formals
 797-6363

Our January Meeting: Wine Basics & the Business of Wine
with Dick Kovach & Sharon St. John

Dick Kovach, President of The Liquor Loft, Inc., together with his wife, Sharon St. John, will give a presentation at the regular monthly meeting of The Mohawk Valley Business Women's Network on the subject of Wine.

Dick Kovach is the store's third owner and has been operating the store since July 2003. The Liquor Loft has been serving the Mohawk Valley for over 40 years. Recently he was nominated for the MV Chamber's Business of the Year award in the For Profit business with 50 employees or under category.

Dick and Sharon hope to give the Network members and guests some insight on Wine Basics with a little wine-making history and definitions of various types of wines. They will also identify the many different kinds of grapes and the various regions where certain kinds of grapes grow best.

Part of learning involves dispelling myths and half-truths that some people may have heard and the Wine 101 seminar will present some of the folk lore that may or may not be true about wine. The audience will also learn how to read labels on wine bottles and what wine ratings mean.

Lastly, how to pair wine with food, how to taste wine and how to store wine will be discussed.

January 21, 2009 - Valentino's Banquet Hall
Wine Basics & the Business of Wine
A Gourmet Meal Served Family Style!

CALL OLGA GRANDINETTE
 WITH YOUR RESERVATION

724-7069

6pm - Check in / Networking
 6:30pm - Dinner / Presentation

**MAKE RESERVATIONS
 BY FRIDAY, 1/16**

IF YOU MAKE A RESERVATION YOU WILL
 NEED TO PAY IF YOU DON'T CANCEL
24 HOURS IN ADVANCE.

Meal Price
\$18/person



The MVBWN 2008-09 Meeting Schedule
 Feb 18 / Grimaldi's / Investment & Insurance All Your Financial Needs,
 Christine Van Meter & Melissa Bower, Choice Investments
 March 18 / TBA / Dr. James Caesar, Head of Women's Breast Institute,
 Slocum Dixon
 April 22 / TBA / How to "Green" Your Office & Your Home, Linda Fake;
 The Ride for Missing Children, Cathy White
 May 20 / TBA / Feng Shui in your Business Setting, Sheila
 June 17 / TBA / Silent Auction

Business of the Month
If you haven't been
listed in two years
get your business
write-up of 175-225
words in TODAY!
Need one for
February!

** * * * **
Advertising Opportunities with the Network

MVBWN NEWSLETTER

- \$10 for business card advertisement printed in the newsletter
- \$20 for full page (8½" x 11") insert

MVBWN WEB PAGE
 Any member in good standing can have a single web page designed for \$75. This page will be posted at:
www.mvbwn.org/YourBusinessName

MVBWN WEB SITE
 Post information about your event on the website. Send webmistress the info at least a month prior to the event.



Contact Newsletter Editor & Webmistress
 Veronika Freeman / dotcalm
 at veronika@StressFreeDesign.com
 or 315•794•3506 for more details

Community Calendar...Community Calendar...

- 15jan** Women TIES Greater Finger Lakes Luncheon; "Blogging For Business: The Hottest Marketing Tool for 2009". You will walk away from this presentation with a clearer understanding of how a blog can work for you, the time investment involved in blogging, and the tools to get started or improve your own blog. Presenter Amelia Sauter is a freelance writer, business consultant, cocktail consultant and co-owner of Felicias Atomic Lounge in Ithaca.
- 20jan** Metro BPW January speakers have lots of great info for entrepreneurs and their clients! Their monthly luncheon will feature guest speakers Carrie McMurray and Nancy Pattarini of the Paige Group; their topic: **"Creating Visibility for Your Organization"** is a great item to put on your to-do list for the new year! Tuesday, January 20, Noon, Hart's Hill Inn, contact Sharon St. John for details.
- 22jan** Business After Hours for the MV Chamber of Commerce at The New Uptown Theatre, Thursday, January 22, 5:30 - 7:30 PM, \$10 Chamber members.
- 14feb** Valentine's Gala "Dinner & Dancing, Radisson Center, 7 to 11pm, Music by Soul Injection, Cocktails 7-8pm, Dinner at 8. Chance to win a men's or women's diamond ring! \$60/person, \$120/couple, reservations required. Call James or Mary Ellen Feisthamal at 793-8823 or 794-0069, proceeds to benefit CSF, an incurable brain disorder.
- 8april** WISE Symposium, Wednesday, OnCenter, Syracuse, Early Bird Registration: \$45 through January 31, Regular Registration: \$65 through March 31, Register Online: www.WISEconference.com

Member News...Member News...Member News...

Be the Winner of \$500!
Get your applications in for the
2008-09 Endowment Award!

Deadline for Applications: January 31. Please go to the web site for info & application. Remember: the award is available to any MVBWN member in good standing, even if you have won the award in the past.

It helps the committee to evaluate applications that are typewritten and have headings before each new section is introduced. A Table of Contents, if appropriate, accomplishes this purpose for some applications.

Endowment Award Committee members are being sought.

If you will not be applying for the award this year, Chairperson Sharon St. John is looking for three more members to serve on the selection committee.

Donna Rebisz presently serves unofficially as vice chair.

Please contact Sharon at 315-792-7547 or stjohns@sunyit.edu if interested.

January Birthdays

Gail Haile - 1/6

Collette Aurand - 1/14



WISE 2009 - Sign up now!

Don't forget to sign up soon! There were 800 women there last year and they're moving into the larger exhibit area this year! It is going to be another banner year; just ask Veronika or Sharon or Donna or any of the other Network members that have been attending... we make a big showing there! You can't believe that \$45 can get you a full day of food, fun, networking, education, shopping, wine tasting, and a full packet of info in a great goodie bag - worth it at five times the price!



Committee Chairs

DINNER CHAIR

Olga Grandinette
Remax Reality Results
724-7069

DIRECTORY CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

ENDOWMENT COMMITTEE CHAIR

Sharon St. John
MV Small Business
Development Center
792-7547

FUNDRAISING TEAM LEADER

Michele Colicci
Michele's Waxing Essentials
723-1569

HISTORIAN

Open Position

MEMBERSHIP CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

NEWSLETTER CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506

PROGRAMMING CHAIR

Donna Rebisz
WBC of NY / lia sophia
733-9848

WEBSITE CHAIR

Veronika Freeman
dotcalm / dotcalm domains
794-3506



BIZ TIPS from the Tipster

*What Customers Hate About You... by Kelley Robertson, author of Stop, Ask, & Listen
submitted by Sharon St. John—Certified Business Advisor—MV Small Business Development Center*

Recent research uncovered almost eighty reasons why customers dislike salespeople. Here are the top seven.

1. Not listening. This was the most cited reason customers dislike salespeople. Too many salespeople neglect to listen to what their customers or prospects say which means they fail to address the key issues that their customer has stated as being important. Time is a precious commodity for people and when you don't listen you disrespect your prospect.
2. Talking too much. It still amazes me how many salespeople think that telling is selling. My personal belief is that your prospect or customer should do most of the talking in a sales conversation. Sales people react to this idea by saying, "But if they're doing all the talking how can I sell my product?" The key is to let your customer do enough talking so that you can properly present a solution to their problem or situation.
3. Lack of knowledge. In today's information-rich world, there is no reason for a salesperson to lack knowledge about the products and services they sell. Know that the lifecycles of many products are very short and that many companies introduce new products at an alarming rate. However, if you don't know enough about your products, you are going to lose your customer's respect, and in all likelihood, the sale. Do yourself a favor and invest the necessary time learning about your products and services.
4. Lack of follow-up. Many sales people say they will do something and fail to follow through. This ranges from promising to get information to taking care of a problem or concern. Many people use this as a barometer before they make a final buying decision. Here's how.
A potential customer asks for a particular piece of information and the sales person promises to deliver it by a certain date. The deadline passes and the prospect has to call and remind the salesperson. Because the sale has not been finalized, warning signals sound in the customer's mind. After all, if the sales person is this slow to respond BEFORE the sale is made (the courting stage), how long will it take him to respond AFTER the sale (the marriage)?
5. Lying. "I don't care about the customer and I'll tell them anything I have to in order to get the sale." Believe it or not, some sales reps actually think this way. Unfortunately, the number of sales people who lie or intentionally mislead their customers is staggering. This behavior includes; overstating the capabilities of your product, stretching the truth, or giving people the wrong information. Almost everyone has bought a product from someone who was less than truthful, and as a result, has become more skeptical with their buying decisions.
6. Failing to understand their needs. This is an extension of the first two reasons customers dislike salespeople. When a sales rep talks too much and listens too little, they don't get a full understanding of their prospect's situation. Only a mere twenty percent of sales reps actually take the time to understand their customer's needs, situation, concerns, etc. And it is this group of individuals who are the most successful.
7. Refusal to take 'no' for an answer. Almost everyone in sales knows the importance of persistence. However, there is a fine line between persistence and stalking. While you shouldn't drop your efforts after the first 'no', it is critical to recognize that you won't gain anything by pressuring people. In many cases, the reason someone says 'no' is because they don't see the value in your product/service or because they are not a highly qualified prospect.

Sales is an honorable profession. Stand out from your competition by avoiding these behaviors.



*2008–2009 MV Business Women's Network
Membership Application/Renewal Form*

Please fill all information in clearly; this info goes in our database & business info goes on the Network website!

TODAY'S DATE ____ / ____ / ____

TYPE OF MEMBER - SELECT ONE AND COMPLETE DATE; MONTH/YEAR.

New Member? Referred by _____ Renewal Member Associate Member

Your Name _____

Business Name _____

Full Business Address _____

Business Phone (____) _____ Fax (____) _____

Business E-mail _____ Website _____

Home Address _____

Home/Cell Phone (____) _____ Birthday (month/day) _____

Email your newsletter to: Business Home _____

(List home e-mail if different than above)

BUSINESS CATEGORY (CHECK ONE)

Sole Proprietor Potential Business Partner / LLC Corporate Officer Manager Consultant/Advisor

Owner _____

Type of Business (describe for directory - up to 25 words) _____

Are you adding an Associate Member? No Yes (\$30 fee required)

Associate's Name _____

MEMBERSHIP AND ADVERTISING FEES (please read all before selecting)

\$30—New or Renewal Membership for February-June 2009 (Website listing & name tag)

\$_____ Payment Enclosed (please note if you are an associate whose fees have been covered by member)

Please make check or money order payable to:
MVBWN, PO Box 512, New Hartford, NY 13413

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New Members - Did you know...?

We give a \$25 Guest Speaker Coupon that is redeemable at any MVBWN business; the Network will reimburse you when it's redeemed. This is the Network's way of showing our appreciation to our presenters.



Don't forget...

You can bring items to sell/display to each meeting (there are designated tables for items) - and anyone can donate an item for the "Split the Pot" drawing! Both good ways for people to get to know you and your business.



We're the Business Women's Group with ALL the Perks!

As a new member of the network, you are entitled to a name tag, membership certificate, and you'll have your business information printed into our annual directory as well as on our website.

Check your business listing at
WWW.MVBWN.ORG
It's YOUR website!

You will also be able to apply for our annual endowment fund.

If you need a new, magnetic name tag, please contact our membership chair, Veronika Freeman, at 794-3506.

Did you know being a member of MVBWN makes you a MV Chamber Member too? You can attend all chamber events at member price!



We're the network for women-owned businesses in the Mohawk Valley!



WWW.MVBWN.ORG

PO BOX 512
NEW HARTFORD, NY 13413

