

WBOM October Newsletter



Welcome to our October New Members

* Stacey Hurt - Page 1 Benefits

* Sheryl Noblitt - Insphere Insurance
Solutions

Congratulations to the October Business Anniversaries

* Karen Barnett - Valley Screen
Process (10/67)

* Judy Jankowski - AT&T (10/84)

* Sandra Grzegorek - 1st Source Bank
(10/94)

* Sandy Wilhoit - Spontaneous
Adventure (10/01)

Spooky October Greetings to You!

A Letter from the President

The cooler weather of fall has arrived but WBOM is still HOT! We have had fantastic results with our fundraising efforts for the charities we support and The Business Expo brought in over 60 possible new member leads! That is SIZZLING!

- St. Margaret's House held its annual open house and the Fashioning our Lives event is November 16. You don't want to miss this it.
- The YWCA "Walk a Mile in her Shoes" raised funds to help prevent domestic abuse and had participation from several of our WBOM members' husbands. They collectively raised over \$4000 for the YWCA. There's a photo of them in their red spike shoes on our Facebook page.

Thank you for your continued support of the mission of WBOM. Visit our website www.wbom.org for further information and resources.

Hope L. Nutting, President WBOM

October Lunch Recap

Don Schindler of Agency ND shared loads of tips for utilizing social media. He suggests spending about 15 minutes a day using social media. Here is a list of

* Elizabeth Bond - Divas House of Style (10/09)

We would like to acknowledge YOUR business anniversary. Contact Pam Proctor with your info at pam@pamproctor.com.

Board Member Email Addresses

* Hope Nutting - President
hope4707@comcast.net

* Karen Barnett - VP Programs
karenb@valleyscreen.com

* Belinda Morris - VP Membership Acquisition
bmorris@recycletoday.com

* Pam Proctor - VP Membership Retention - pam@pamproctor.com

* Julianna Herring - Secretary
herringj@1stsource.com

* Sandy Spencer - Treasurer
sandy@aworldoftravelonline.com

* Evie Kirkwood - Communications
ekirkwood@sicparks.org

* Kim Brewer - Technology
kim@wingenuity.com

* Ann Filley - Special Events
ann@lacayfab.com

* Judy Jankowski - Past President
jj9214@att.com

WBOM is proud to support these local organizations helping women and children in our community:

* YWCA - <http://www.ywcasic.org>

* St. Margaret's House
- <http://www.stmargaretshouse.org/>

resources he mentioned:

- Visit www.mashable.com for the Mashable Facebook guide and many other social media resources.
- Use Google Alerts, or SM2 by Techrigy to be notified when your business is mentioned in something on the Internet.
- Use HootSuite, a free social media dashboard, to manage and track results from your social media efforts. Using Twitter? Ow.ly or bit.ly helps track your Tweets.
- Thank your Facebook followers with a discount or coupon.

Coming Up in November: Connecting to Your Customers - Do They Know Your Story?

Our speaker, Alan Steele, is a business advisor with North Central Indiana Small Business Development Center. Throughout history people have used stories as a fundamental means of communication, yet we live today in a culture of sound bites and 140 character messages. Alan will share how to connect with your customers and clients by embracing the use of stories in communications.

Alan works with existing small businesses and aspiring entrepreneurs on feasibility assessment, business plan development, marketing strategy, financial analysis and strategic planning. He also teaches workshops in Business Feasibility and Marketing

To attend, you must RSVP and pay in advance using PayPal by Thursday, November 4th. Click [HERE](#) to RSVP.

November Menu

Regular:

Shrimp and Scallop Skewer, salad, bread and dessert

Vegetarian:

Pumpkin Ravioli, salad, bread and dessert

WBOM Booth a Hit at the Business Expo

WBOM is a member of the Chamber of Commerce of St. Joseph County - <http://www.sjchamber.org/>

"Like Us" on FaceBook!



Thanks to everyone who stopped by the WBOM booth at The Business Expo in September. Thanks to everyone who contributed items to the WBOM basket which was won by Rhonda Schafer at 1st Source Bank. She will also receive a one-year membership. Belinda and Kerri will contact the leads from the Expo to invite them to visit or join our group of fantastic women!

Be a WBOM Ambassador!

We have many guests attend our meetings and we are looking for a few current members to serve as Ambassadors to greet guests and new members at our luncheons. If you are interested in serving as a WBOM Ambassador, contact [Judy Jankowski](#). All members, be sure to sit with someone new, introduce yourself and get to know them and their business.

Do the WBOM Blog!

WBOM has a new blog, written by you, WBOM members. Past entries include Best Technology Practices and Decorating Your Kid's Room on a Budget. Visit it here <http://wbom.wordpress.com/>

If you are a WBOM member and have an idea for a blog entry contact Evie Kirkwood, WBOM Director of Communications, at dragonflyejk@frontier.com. The Tips can relate to your business, but can't promote your business directly. All entries are subject to editing, and we reserve the right to reject entries. Upcoming topics include: Winterizing your home or business, and managing your family cell phone plan.....

Upcoming Events

November 16th - St. Margaret's House Fashioning Our Lives - 11:30 - 1:00 at the Hilton Garden Inn
Luncheon and style show planned and implemented by the guests of St. Margaret's House. To reserve your seat at this special event, [click here.](#)

Connect at the Chamber

WBOM members can participate in many St. Joseph County Chamber of Commerce events. For a list of upcoming IUSB Entrepreneur Lecture Series topics, [click here](#). The talks are FREE. Coming up: "When is Outsourcing a Good Thing?" and "Can I Get a Loan Now?"

Welcome October's Newest Members

Welcome new member, Stacey Hurt, of Page 1 Benefits. Page 1 Benefits specializes in group health insurance for businesses, individual health insurance, life, disability, and long-term care insurance. You can visit them online at www.page1benefits.com or you can reach Stacey by email at stacey.hurt@page1benefits.com or call 574-217-4111.

Welcome new member, Sheryl Noblitt, of Insphere Insurance Solutions in Bristol. Insphere Insurance Solutions specializes in life, health, and long-term care insurance. You can reach them online at www.insphereis.com/sheryl.noblitt or you can reach Sheryl by email at sheryl.noblitt@insphereis.com or call (574) 903-3848.