



BUSINESS & PROFESSIONAL *Women's Network*

February 15, 2007

BPWN meets 3rd Thursday monthly - 11:45AM at Greenville Country Club. **Members \$12/Guests \$15 payable by CHECK.**
Please RSVP by the Monday before the meeting to Ann Tess at atess@greenvillenc.gov or 252-756-8481

2006-2007 Executive Committee

President	Kathy Sprau 355-6164
V. President	Missy Tilley 830-1015
Secretary	Jeanette Dolezal 355-9690 Lisa Wagner 752-3411
Treasurers	Valerie Fant
Newsletter & Publicity	Janet Horton 321-1393 Sheila Pridgen 341-8877
Programs	Blake Honeycutt 757-0003 Mary Parsons 321-0429
Membership	Ann Tess 756-8481 Kelly Kurz 758-2909

THE PURPOSE OF BPWN:

The mission of the BPWN is to promote and enhance the professional standing of women in Pitt County, North Carolina, by meeting the needs of local business and professional women seeking to support each other in business endeavors and by providing opportunities for learning experiences for career and personal development.

February 2007:

A Word from the President – Kathy Sprau

The brand new year soars ahead, with all the anticipation and expectations of a new year. Let's look at one of the benefits of membership.... those group brainstorms!

Last month was a superb and exciting example for our member, Mary Vincent, who had a definite need about advertising her business, and came ready, hoping to be selected as the individual who would be on the receiving end of a group of experienced, creative, and energetic women, also ready to share ideas and expand on ideas from others. (That may seem like a run-on sentence to you, but that is exactly what I am talking about, the benefits of membership just run on and on)! Brainstorm ideas just run on and on. Check the list of ways

to advertise, and utilize any of those ideas to your own advantage!

The brainstorm process is just one of the fabulous ways that we can assist each other. Thank you so much for all those ideas bursting and flowing forth. Think about an issue, a situation, a challenge for which you could use some extra ideas to help you further your business or in your profession.....and come ready with an idea to brainstorm.

***IMPORTANT INFO FROM

MEMBERSHIP: Be sure to RSVP for meetings. We love big turnouts like we had for the September meeting; we love them even more when we have places set for everyone! Don't want to worry about calling every month? Consider joining the permanent reservation list. Those on the permanent list contact membership only if they WILL NOT be attending. See Ann or Kelly for details.

FEBRUARY SPEAKER: Our speaker for February will be Richard Barlow of MHAworks Architecture and a member of Uptown Greenville. He will show a power point presentation on the renovation and revitalization of the Uptown Greenville.

Most Promising Entrepreneur 2007

Three excellent candidates for the Most Promising Entrepreneur Award have been submitted by Michael Harris, Assistant Professor Department of Management Director, Small Business Institute® College of Business at ECU.

The three students are as follows:

Nicole Frambach
209 S. Library Street
Greenville, NC 27858
Phone: 252-717-2612

Amy Lenfestey
1938-204 Tara Court
Greenville, NC 27858
Phone: 919-623-0112

Laci Stanley
2221-C Locksley Woods Drive
Greenville, NC 27858
Phone: 919-244-6213

Lisa Wagner, Sheila Pridgen and Valerie Fant will be interviewing the candidates and will present their choices to the board. BPWN plans to provide more substantial awards starting in 2007.

MEMBER NEWS: Ann Tess had knee surgery in January and is expected to be up and around for our February meeting.

Brainstorm about “Advertising”

Check these out. Can any of these ideas help you? Do you have any additional ideas? What area do you need a lot of ideas for a group brainstorm for yourself?

1. Determine your target audience!!!
2. Newspaper Workweek!
3. Pitt County Women’s Journal
4. What makes you stand out? Use a tag line. Use a testimonial.
5. Networking: Business After Hours with the chamber, GATE (first Thursday at 11:30 at Christinnes)
6. Join the chamber, possibly some of the smaller chambers in the area as well: Ayden, Farmville, Winterville
7. Pitt Community College
 - a. Talk to the Small Business Center Director
 - b. Teach a class
 - c. Attend a Lunch and Learn
8. Encourage word of mouth
9. Advertize in publications related to your expertise
10. Get your picture in _____ dd what was this?

11. Ask a question
12. Use the internet
13. Get a web-site and use a code to come up high on the list on the web
14. Offer to speak to organizations
15. Send a regular newsletter, to remind people of you and your services
16. Sponsor charitable events

NEW MEMBERS & GUESTS:

We now have 47 members.

Members joining in January were:

Janet Brezinski
Wagner Fields
Ellen Jackson

MARCH BIRTHDAYS:

Ashleigh Turner
Lisa Wagner
Paulette White