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Upcoming Meetings *WBN presents*

October 14, 2011
Breakfast
Dutch's Daughter
"Out of the Box PR"

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Out of the Box PR

Sandy Sponaugle of Platinum PR shares tips and techniques for more effective marketing.

It is more important than ever to think of original ways to reach your target market.

Traditional media outlets, social media, word of mouth initiatives, personal advertising... Combine them all to provide the best promotion possible!

We bring you innovative ideas that can be implemented immediately for promotions and marketing, public relations, publicity and posting to social media networks.

For more information or to register [CLICK HERE>>](#)

President's Message



A crystal ball won't facilitate business planning. However, a liquid crystal display (LCD) screen and a search engine can produce some strategically valuable information.

Patricia Martin, one of my favorite marketing forecasters, shares some interesting information in a recent e-newsletter. She referenced a story on digital marketing being used in public places as interactive storefronts, public touch screens, etc.

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Be's Home Staging and
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Debbie Banda
Jennifer Charlton
Terri Matlock
Tiffany Smith
Kirsten Tydings

WBN Board Member Spotlight

Twenty-seven years after becoming a teller, Be Cranford ended her rewarding banking career as Assistant Vice President of Treasury Management & Sales managing a diverse marketing program.

Today, you're likely to find Be crunching a different set of data as the owner of Be's Home Staging and Redesign. Now she's using furniture to create flow within a room, selecting colors to help formulate the character of the space, or organizing her clients' daily activities to help bring more comfort into their lives.

Be's desire to 'give back' steered her into becoming a volunteer and led to her involvement in the Women's Business Network where she has served as Secretary/Treasurer for the past three years. Be has been a dedicated and effective Board member, creating systems and management techniques that have supported the membership growth and financial stability of the organization.

When not working, Be loves to golf and travel and then golf some more. Since she's played golf in Australia and New Zealand, one might say she goes to great lengths for a game!

September Meeting Re-Cap



When he looks around the room in business and community leadership gatherings, Aris says he sees women in leadership roles. More and more of them. "I'm not sure if it's your nurturing or your other characteristics, but I see women beginning to take over," he commented.

Melissaratos, Senior Advisor to the President Enterprise Development at Johns Hopkins University, spoke to 55 attendees of the September 16th meeting. He encouraged us to think globally, anticipating change in our own businesses and fostering an attitude of

global enterprise for the overall good. He encouraged up to foster win-win relationships with our customers and suppliers.

Melissaratos believes the role of education will be key to the success of the individual business owner as well as to the future of our nation. He emphasized the importance of intelligent leadership in our country and our role in not only providing it, but insisting on it from others. Technology will take us into the future," he said, "and it is critical that we stay on top of technological changes to manage our futures." His message is to educate, imagine, and innovate in order to create success in the future.

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