

# The Key

TO THE FUTURE



JUNE 2009

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The Clay County Women's Exchange meets the second Tuesday of the month at Finnigan's Hall, 503 East 18th Avenue in North Kansas City. **Reservations are required and can be made by calling 816.464.1120, responding to the evite or by going online to [www.ccwe.org](http://www.ccwe.org).**

Reservations must be placed by noon on the Thursday prior to our meeting date. The cost of lunch is \$15 for members with a reservation placed by the deadline, \$18 for guests and \$30 for members attending without reservations. Those reserving but not attending will be billed. We do accept checks and cash. Sorry, we do not accept credit or debit cards.

## The Importance of Being Memorable

Have you ever attended a networking event, collected a bunch of business cards, and when you go through them the next day, you can't remember who many of them are? Or try to think of someone you met and had a conversation with, but you can't remember their name or their business to look them up?

Well, you certainly don't want to be one of those that other people can't remember, do you?

Here are five tips on how to make yourself memorable (in a good way) when meeting other people face-to-face:

**1. Be distinctive.**

An unusual necklace or other jewelry, a good (but not overpowering) cologne, even just impeccable grooming can all help you stand out in a good way. It's not that you want to be remembered and identified for that, but anything that helps people separate you from the crowd helps them remember the rest of you. You don't have to be outlandish — although some people work that quite well — just don't blend in completely with the crowd.

**2. Be fully present.**

Be fully engaged and fully aware of the people you interact with. You can break this down into smaller, somewhat mechanical pieces — listen well, respond promptly, maintain eye contact, etc. — but if you are truly present in the moment, those things will happen naturally. Many people only seem to be "half there", so being fully engaged helps you stand out.

**3. Ask thought-provoking questions.**

"How did you get started?" or "What do you enjoy most about what you do?" But the very best questions are specific to the person you're interacting with and will arise in response to your initial conversation. As Dale Carnegie suggested, you must "take a genuine interest in other people".

**4. Reinforce your keywords.**

People aren't going to remember long descriptions of what you do. People will at best remember a few key things about you:

- Your name •Your company name
- Your business/industry (in three words or less)
- Your product •Your location

What you want to do is find ways to unobtrusively increase the occurrence of these things in your conversation. For example, is there some kind of story behind your name? Have it ready to use if there's an opportunity. Does your business have an unusual name? What's the story behind it - what does it mean? Refer to your place of business when telling an incident that occurred ("I was driving down 17th Street leaving my store, when...").

Anything you say that reinforces one of the five items above helps make you more memorable. And if they can remember just three of them — "Joe the barber from Soho" or "Maria the translator who wrote 'Spanish in Six Weeks'" — you're doing great.

**5. Contribute to the group conversation.**

Don't hog it, and don't say just anything in order to say something publicly, but saying one really smart thing at your table or in front of the whole group will make you much more memorable than half an hour of semi-conscious small talk. Create value for others and you create value for yourself.

When we look at brand strategy in marketing, one of the most important concepts is that a brand is not just a memorable name or logo — it's an experience. A great brand communicates values and emotions that get called to mind whenever someone thinks of the name or logo.

Here we're talking about your personal brand. **Remember that you are your business.** The impression that you make on people is the impression they will have of your business, so make it good and make it memorable.

**CCWE Luncheon & Reservation Information****Tuesday, June 9, 2009****Networking 11:30 AM to 12 PM****Luncheon 12 PM to 1 PM**

Finnigan's Hall • 503 E. 18th Avenue • North Kansas City

**Program****Wild Card Connection***Program information on page 4***Cost Reservations Required**

**\$15 for members • \$18 for guests • \$30 for members without reservations. Due by noon Thursday, June 4th.**

*Reservation information in left column.**Luncheon menu on page 4***In This Issue****Page 2**

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## Spotlight Tables

**A great way to market your product or service...**

If you have been a CCWE member for 3 months, or more, you are eligible to participate in our Spotlight Table program.

**Each month we will feature 3 businesses. This is a great way for you to let our members and guests know who you are, what you do and why we need to know you.**

For participating with a Spotlight Table you have the opportunity to submit a short bio about your business or service which will appear in our monthly newsletter prior to the meeting. You will have 1 minute at the podium to talk about your business or service during our monthly meeting; plus you will get a free business card ad in the newsletter the following month.



**This month's Spotlight Tables will feature:**

**Karen Calkins**  
*Stampin' Up*

**DeDe Shields**  
*Shields Manor Bistro*

**Mary Jane Watson**  
*Open Door Enterprises*



Make plans now to promote your business or service with a Spotlight Table in 2009. Tables are on a first come - first served basis.



Contact Brenda Dunham at [bdunham@pgnfinancial.com](mailto:bdunham@pgnfinancial.com) to book your table.

## Welcome To Our Newest Members

**Kathryn Bland**  
*Kat B Design*  
844 S 291 Hwy #254  
Liberty, MO 64068  
Phone: 816-797-3993  
[kathy@katbdesign.com](mailto:kathy@katbdesign.com)

*Providing web design, internet marketing and related services to small businesses.*

**Angela Reyes**  
*Burlington YMCA Early Learning Center*  
2701 Burlington  
North Kansas City, MO 64116  
Phone: 816-221-4068  
[angela-reyes@ymca-kc.org](mailto:angela-reyes@ymca-kc.org)

*The YMCA of Greater Kansas City founded on Christian principles, is an inclusive association of people united to enrich the quality of family, spiritual, social, mental and physical well being.*

## Meet Some of Your CCWE Board Members

Our Treasurer, Membership Reservations Chair and Hospitality Committee are some of the first people you meet when you step through the doors every second Tuesday of the month and those smiles say it all...WELCOME!



**Hospitality**  
**Gina McLean and Harlene Bowman**



**Membership- Karen Allenbrand and Treasurer - Margie Lee**



## Happy Birthday To You....

### June Birthdays

- 13 Carolyn Kirby
- 18 Holly Schenk
- 24 Becky Wills

### July Birthdays

- 8 Diane Ostrum
- 12 Sarah Breedlove
- 16 Margie Lee
- 20 Traci Morrison
- 22 Annette Craft
- 26 Juliann Graves
- 31 Kathryn Bland

## 50/50 Split

**Denise Lannon**  
*guest of Jutta Geldersma*  
winner of the 50/50 Split.

## June Board Meeting

Friday, June 19, 2009  
12:00 PM to 1:00 PM  
at the  
**Clay County Annex**  
1901 NE 48th Street

## New Contact Information

**Colleen Konieczka, Wells Fargo Advisors.**  
Phone 816-233-8021 or 800-766-0801.  
New email address is: [colleen.konieczka@wellsfargoadvisors.com](mailto:colleen.konieczka@wellsfargoadvisors.com).

**To Vista or Not To Vista. . .The Series  
Part One—Security**

*(Many people have many questions about the benefits of upgrading to Vista, and what impact it might have on a business. In this multi-part series, many of those questions will be answered for you.)*

Security was and is the number one driver of Windows Vista development. The reduction in security updates and vulnerabilities translates directly to decreased management costs for customers and less time spent on applying updates and cleaning up malware infections.

Security challenges constantly evolve and data show that Windows Vista is better-equipped to handle today's security challenges than Windows XP. Information collected by the Microsoft Malicious Software Removal Tool illustrate that the infection rate for Windows Vista-based computers is 60.5 percent less than that of computers running Windows XP.

To help protect the contents of a hard drive, even if it falls into the wrong hands, some versions of Windows Vista include BitLocker™ Drive Encryption. Organizations can also block USB data storage devices to prevent users from taking sensitive data, while still allowing something like a mouse to be plugged in and used.

Users with administrator accounts can place PCs and networks at risk by installing unauthorized software or making other improper changes to their systems. Additionally, computers running with administrator privileges are more vulnerable to viruses and other attacks. User Account Control (UAC) in Windows Vista enables IT staff to issue Standard User accounts instead. Running as Standard User has been demonstrated to reduce the impact of vulnerabilities.

Connecting to an unprotected wireless network is a significant security risk—too great for most organizations to tolerate. Anyone in the area can capture and view vulnerable network traffic, which might include user names and passwords, e-mail messages, instant messages, and Web sites. Windows Vista will allow users to take advantage of wireless hot spots that are available but unprotected; however, the Windows Vista user interface (UI) alerts users to the risks associated with unprotected networks, so that they can make more informed decisions about which applications to use while connected.

Additionally, the Windows Vista operating system will never automatically connect to an unprotected or ad hoc network, reducing the risk of inadvertently connecting to a malicious wireless access point. An IT administrator can also block the user from connecting to any unprotected network through Group Policy, if preferred.

Windows Search, a feature of Windows Vista that facilitates fast, efficient access to information, also protects corporate data from accidental disclosure. Search results are trimmed based on user access permissions to ensure users only see search results for content they are allowed to access.

Lastly, the capabilities of Windows Vista can help organizations comply with ever-growing regulatory requirements. The User Account Control feature of Windows Vista makes it easier to standardize desktops and enforce compliance with regulations.

*This article was submitted by Traci McKown.  
Blue Oak Technology Solutions  
816-415-2310 or [tmckown@blueoaktech.com](mailto:tmckown@blueoaktech.com)*

**May Guests**

*We would like to recognize our May meeting guests, and thank the members that invited them.....*

**Kate Kern - LTCFP**

*guest of Laurie Arbuthnot*

**Stefanie Lee Thompson - House of Colour**

*guest of Jennifer Madsen*

**Kathy Bland - Kat B Design**

*guest of Carol Birkey*

**Kristi Pennington - Life Change Nutrition**

*guest of Karen Calkins*

**LeAnn Carter - Primerica**

*guest of Jennifer Madsen*

**Denise Lannon - One-of-a-Kind Custom Handbags**

*guest of Jutta Geldersma*

**Lisa Jones - Metabolic Research Center**

*guest of Colleen Konieczka*

*When you invite a guest, please be sure they register so we may recognize them and thank you.*

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**ARBONNE.**



**Next Meeting, Check Out  
The Brochure Table**

We offer members an opportunity each month to get information out to the membership by using our Brochure Table. If you have an event or opportunity you'd like to promote or an idea you'd like to display, please use this table it's there for your convenience.

# CCWE Luncheon & Program Information

## Program

### Wild Card Connection

Networking starts at 11:30 AM so come early and meet your “wild card” lunch companion.

Everyone will be given a playing card and it will be your job to find the person that has the matching playing card. Once you have found your match, we ask that the two of you find seats at the same table and sit next to each other. The idea is to mix it up a little and have some fun getting to know someone you may not have had the opportunity to meet.

We are not going to talk about the weather...this is going to be FUN, so please join us and “play along”. *There will be prizes!*

#### Luncheon Menu\*

Crossiant Sandwich, Red Skin Potato Salad, Creamy Cole Slaw and Brownies for dessert.

*\*Finnigan's is a banquet facility and cannot accommodate individual meal requests. We offer a Vegetarian Option for those who would prefer a meatless choice. If taking this option, please specify such when placing your reservation.*

Luncheon Costs and Reservation Information appear on page 1 of this newsletter.

## TO YOUR GOOD HEALTH

### 25 Way to Improve Your Bone Health

#### Get Enough Calcium and Vitamin D Every Day

1. Try a new flavor of low-fat yogurt or a different type of cheese to add more calcium rich foods to your diet.
2. Make a new recipe with green vegetables that also have calcium. Good choices are broccoli, bok choy, kale and turnip greens.
3. Try foods that have calcium and vitamin D added. Fortified juices, cereals and soymilk are some good choices.
4. Take a calcium supplement if you aren't getting enough calcium from foods, but don't take more calcium than you need.
5. Take a vitamin D supplement if you need one. Find out how much vitamin D you need for your age

#### Do Weight-Bearing and Muscle Strengthening Exercises

1. Take a brisk walk during your lunch break. Walking is weight bearing exercise which is good for bones.
2. Include muscle strengthening exercises in your exercise routine by using a pair of light dumbbells or resistance bands.
3. Join a gym or sign up for a group exercise class.
4. Go dancing.
5. Try a new sport or activity such as tennis, hiking or skiing.

#### Keep Healthy Lifestyle Behaviors

1. Eat five or more fruits and vegetables every day.
2. If you smoke, quit! Work with your healthcare provider to find the right program for you.
3. Keep alcohol to less than three drinks a day.
4. Try not to eat too many salty foods.
5. Learn about any risk factors you have for osteoporosis.

To Your Good Health continued....

#### Talk to Your Doctor about Your Bone Health

1. Make an appointment with your family doctor or other healthcare provider to talk about your bone health.
2. Bring a list of your bone health questions to your appointment and take notes.
3. Ask your healthcare provider if you need a bone mineral density test.
4. Ask your healthcare provider about other tests you may need.
5. Work together with your healthcare provider to develop a plan to protect your bones.

#### Improve Your Balance and Prevent Falls

1. Do balance training exercises.
2. Fall proof your home.
3. Take a Tai Chi class with a friend.
4. Learn posture exercises.
5. Have your hearing and vision checked each year.

*Submitted by Glenda Kleppinger, Alpha Omega Wellness  
You can reach Glenda at 816-781-5374 or glenda@kleppinger.com*

## MONEY MATTERS

### Avoid These Eight Common Mistakes

*Too many investors make the same mistakes! Here are eight to keep in mind:*

1. **Not having enough money on hand for emergencies.** No one expects to lose a job or become ill. But it can happen, and the financial repercussions can be lasting. A prudent strategy is to keep enough money in a separate account to cover living expenses for up to six months. Once your emergency plan is in place, you're ready to set up a regular investment plan for your future.
2. **Delaying the investment process.** This can cause real damage to your financial future, because time is a great ally when investing. Even relatively small amounts of money can grow rapidly over time. For instance, if you invested \$1,200 per year and earned 8% annually, you'd have \$40,500 in 17 years. Sock away \$2,400 per year at the same rate, and your account would grow to \$81,000.
3. **Keeping too little in stocks.** Many people don't have enough of their money invested in stocks. That's unfortunate. While share prices are certainly known to fluctuate, history has shown that they perform well over time. According to Ibbotson Associates, from January 1988 through 2007, compound annual growth rates were as follows<sup>1</sup>:

Russell 1000 (large-company stocks) 11.98%  
CG HY LT (long-term high-yield bonds) 11.40%  
Russell 2000 (small-company stocks) 11.33%  
MSCI EAGE (international stocks) 7.79%  
CG T-Bill (30-day Treasury bills) 4.31%  
US CPI (inflation) 3.04%

4. **Paying too much in taxes.** Millions of Americans could cut their tax bills each year if they took the time to consider their choices. Here's how you can cut yours: Contribute as much as possible to your company 401(k) plan. You may be eligible for a tax deduction on the contribution, and your earnings will grow tax-deferred. Also think about putting money in municipal bonds and annuities. Annuities generate tax-deferred earnings. (Withdrawals of earnings are subject to ordinary income tax. In addition, a

federal 10% penalty may apply to withdrawals taken prior to age 59½ and surrender charges usually apply.) Municipal bonds pay tax-free interest.<sup>2</sup>

5. **Buying yesterday's winners.** Last year's best investment rarely turns out to be this year's best investment. Don't buy a security just because its share price has been rising rapidly in recent months. Evaluate its potential for continuing the positive trend.
6. **Not focusing on fundamentals.** Sometimes investors get caught up in the excitement of the market, buying when stocks are high, selling when they are low — just the reverse of what you need to do. When you buy a stock, you're buying a piece of a business. Looking at the fundamentals — the financial results and management — of that business can help you buy low and sell high.
7. **Unpreparedness.** Many investors purchase a stock believing it will only go up in value. Be prepared for it to go down. If it does, and the underlying business is sound, the decline may be an opportunity to buy additional shares at a more favorable price.
8. **Failing to get professional guidance.** Not many individuals have the time and expertise to monitor the financial markets and make investment decisions based on intensive research. The guidance of a full-time investment professional may increase your profit potential and reduce your risks.

<sup>1</sup> Past performance is not indicative of future results. The indexes have been provided for informational purposes only. Individual investors cannot invest in an index.

<sup>2</sup> Income is generally free from federal taxes and state taxes for residents of the issuing state. While the interest income is tax-free, capital gains, if any, will be subject to taxes. Income for some investors may be subject to the federal Alternative Minimum Tax (AMT).

*This article was written by Wachovia Securities.  
Provided courtesy of Colleen Konieczka,  
Financial Advisor in Liberty at 800-821-7354.*

*The Membership Index Update on the following page was designed to compliment your 2009 Electronic Directory. It lists members by business types. For your convenience it was setup on a separate page so you could print and save.*

## Clay County Women's Exchange

### Membership Index Update 2009

Accounting	Cheryl McCann
Advertising, Graphic Design	Penny Johnson
Announcements/Invitations	Caryl Goodman
Apartment Community	Traci Morrison
	Jacqueline Parthé
Banking	Harlene Bowman
	Annette Craft
	Angela Miller
Bedding, Window Treatments	Kelly Wilson
Business Coach/Virtual Office Asst.	Carol Birkey
Chiropractic	Sharon Kavanaugh, D.C.
Commercial Real Estate Development	Michelle Paul
Computer Services	Traci McKown
Cookie Bouquets, Personal and Business Gifts	Mary Ulmer
Early Learning Center	Angela Reyes
Elder Law & Special Needs Attorney	Mary R. McCormick
Financial Planning	Kari Jo Bear
	Brenda Dunham, ChFC
	Colleen Konieczka
Fine Arts	Holly Schenk
Fine Dining	DeDe Shields
Greeting Cards	Lea Cable
	Linda Fulghum
Health and Wellness	Glenda Kleppinger
Health Coach	Elaine Adcock
Home Shopping Service	Mary Jane Watson
Housing for Homeless Families	Becky Poitras
Insurance	Laurie Arbuthnot
	Maridan Christensen
	Tracy Johnson
	Donna Stilwel-Kronick
Jewelry	Margaret Heitman
	Jennifer Madsen
	Mary Olshefski
Job Board Management and Database Search Firm	Margie Lee

Kennels	Janice Williams
Kitchen Products	Barbara Fleming
Legal Services	Juliann W. Graves
	Carrie Martsching
Lifestyle Trainer	Kimi Freese
Locksmith	Barbara Perry
Massage Therapy	Jutta Malgadey-Geldersma
	Diane Ostrom
Member	Liz Besser
	Sharon Dean
	LeAnn Greer
	Carolyn M. Kirby
	Judy Robinson
	Michele Shields
Mortgage Loans	Gina McLean
Music	Kathy Chambers
Nutrition	Paula Bornus
Pet Resort	Susan Stewart
Photography Studio	Marcia Immelt
Picture Framing	Angie Clark
Pilates	Sarah Breedlove
Promotional Marketing Solutions	Kerri Nobrega
Real Estate	Angela Seymour
Redesign & Home Staging	Sue Shore
Rubber Stamps & Scrapbooking Supplies	Karen Calkins
Shaklee Products	Ginny Young
Skilled Nursing Facility	Lisa Keefe
Skin Care	Karen Allenbrand
	Grace Harriger
	Carole Wood
	Michelle Jerred
Small Business Administration	Linda Rusche
Specialty Medical Supplies	Becky Wills
Telephone Directory	Margaret Tosti
Travel Agent	Toni Cracraft
Travel & Shopping	Kathy Sievert
Video Production	Joy Lamas
Web Design	Barbara Star
Window Cleaning Commercial & Residential	Dana Mauzy
Women's Fitness	Kelly Wesley