

# 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.

## Tips For Successful Business Networking

1. Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.
2. Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.
3. Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.
4. Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.
5. Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.
6. Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.
7. Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.
8. Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.
9. Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.
10. Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.

### CCWE Luncheon & Reservation Information

**Tuesday, July 14, 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

**Change - Adventure or Tragedy**

*Program information on page 4*

**Cost Reservations Required**

**\$15 for members • \$18 for guests • \$30 for members without reservations. Due by noon Thursday, July 9th.**

*Reservation information in left column.*

*Luncheon menu on page 4*

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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:

**Kim Freese**  
*Isagenix*

**Carrie Martsching**  
*Martsching Law Firm*

**Angela Miller**  
*UMB*



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 Member

**Denise Lannon**

*One-of-a-Kind Custom Handbags*  
3130 NE Vivion Rd  
Kansas City, MO 64119  
Phone: 816-741-3170  
[denise@oneofakindcustombags.com](mailto:denise@oneofakindcustombags.com)

*I create one of a kind handbags.  
Ready-made stock or custom  
order - no two are alike.  
Quality and Satisfaction Guaranteed.*

## June Guests

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

**Jennifer Brown - National Bank of KC**  
*guest of DeDe Shields*

**LeAnn Carter - Primerica Financial Svc**  
*guest of Jennifer Madsen*

**Heidi Bailey-Houston - Cookie Lee Jewelry**  
*guest of Traci Morrison*

**Deana Ormsby - Elevate**  
*guest of Kellie Eisenhauer*

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



## Happy Birthday To You....

### July Birthdays

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

### August Birthdays

- 8 Sue Shores
- 12 Laurie Arbuthnot
- 19 Kim Freese
- 24 Kelly Wesley  
Jacqueline Parthe

## July Board Meeting

Friday, July 24, 2009  
12:00 PM to 1:00 PM  
at the  
**Clay County Annex**  
1901 NE 48th Street

## TECH TALK

### To Vista or Not To Vista. . .The Series Part One—Increase Mobile PC Potential

(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. )

IDC predicts that there will be over 1 billion mobile workers by 2011. Strategy Analytics predicts mobile PCs will be the dominant form factor in the United States by 2010. Laptops are here to stay, but managing them can be challenging and costly.

For workers on the go, system problems can leave them stranded. Windows Vista is designed to be self-healing and easy to manage, enhancing reliability. The Startup Repair Tool enables mobile workers to automatically recover even unbootable systems. Instead of separate disk images for desktop and mobile PCs, Windows Vista enables a single image to be deployed across both.

Windows Vista uses the latest wireless protocols, enhancing security for users connecting to public networks. For example, Network Access Protection, a feature that works in conjunction with Windows Server® 2008, helps ensure that only healthy computers (for example, those with the latest updates and an enabled and updated Anti-virus program) can access the network, helping to reduce the risk that mobile PCs can release a virus inside the network perimeter.

Windows Vista can increase the productivity of mobile workers by reducing the amount of time they spend managing their hardware and data. The Windows Mobility Center puts controls commonly used by mobile workers in a single location. And, Windows Vista enters and exits sleep states significantly faster than Windows XP so that users spend less time waiting for systems to come online.

For mobile workers, battery life can also have a big impact on productivity. In addition to enhanced power management features, Microsoft has worked with notebook manufacturers to optimize laptop PC configurations for maximum battery life when running Windows Vista. This includes reducing power drain from pre-installed software and modifying device drivers to minimize unnecessary power usage. Test results have shown as much as 30 percent improvement in battery life with the newly updated drivers.

*This article was submitted by Traci McKown,  
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# CCWE Luncheon & Program Information

## Program

### Change - Adventure or Tragedy

*Speaker: Diane Calhoon, co-owner of Calhoon Enterprises, Inc., a Business Growth and Consulting firm since 1987.*



We are experiencing more change in this decade than we experienced in the past 100 years combined, and the rate of change is accelerating. Learn three keys to embrace change and create a better future. Based in part on the book "Who Moved My Cheese?" by Spencer Johnson, MD. How about you? Is your world changing? Your ability to deal with change is possibly the most robust predictor of your future success and happiness.

Diane Calhoon has a unique ability to maximize individuals' strengths and encourage their meaningful contributions. Her wide range of work experience – including roles as a business owner, lead singer, actress, drama director, model, TV newscaster, waitress, secretary, and director of an acting company – allows her to comfortably and effectively interact with all types of people and organizations.

Diane is recognized as a sensitive and skilled presenter, facilitator, and entertainer, and is adept at meeting the needs of her audiences. She has served in a variety of leadership positions in a wide range of organizations including businesses, non-profits, and community organizations.

For twenty two years, Diane has been a partner with her husband, Joe, in an organizational performance and leadership development firm. Their client list of over 400 organizations includes Hallmark Cards, 3M, General Electric, and Applebee's.

Certified in facilitating:

- The 7 Habits of Highly Effective People®
- Managing Goal Achievement
- The Customer
- Uniquely You Personality Programs
- Integrity Selling
- Kolbe Index
- Crown Financial Ministries

### Luncheon Menu\*

Garden salad with house dressing, BBQ Hickory-smoked brisket, Home-style redskin potato salad and Baked Beans.  
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.



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.

## MONEY MATTERS

### Small Businesses Need A Plan

*A retirement plan, that is. Without one, business owners may miss out on attracting the most qualified employees.*

**Do you own a small business?** If so, what do you think of your staff? Do you have the best and the brightest working for you? A good rule of thumb is this ... take good care of your employees, and they'll take good care of you. If you value your employees, you should give some thought to their futures. Have you considered their retirement needs? And on the flip side, if you DON'T feel you have a superior staff, have you thought about why that might be?

**Often, it comes down to benefits.** Today's employees are more conscientious than ever about their retirements, and how today's decisions could affect their future. Many Americans begin planning their retirement as soon as they graduate college (or even sooner!). That means if you aren't offering a retirement plan, you may be missing out on the kind of highly motivated, self-directed employees you've been looking for. That's right, your 401(k) can be used as a recruiting tool.

**What about taxes?** Well, a 401(k) can provide tax benefits. You may get a tax deduction based on salary deferral and employer contributions; your employees get tax-deferred growth of their assets. Many other retirement plans also offer significant tax breaks.

**So you want to offer a 401(k). Now what?** The first thing to consider is how much current interest there would be at work in having a 401(k) plan. Poll your current employees and find out two things: 1) how interested they are, and 2) what (if anything) would be a deciding factor for them that would make them enroll or not enroll. Next, you'll want to determine the cost (both in terms of money and time) to implement your 401(k) retirement plan. And finally, with any plan you'll want to carefully consider what investment options are available.

**How do you compare?** If you're hoping to use your 401(k) as a recruiting tool, be sure to consider the total benefits package you're offering to your employees, and how the 401(k) will fit into that package. It may be worthwhile to try and find out what your competition is offering.

**Getting started.** The first step toward offering great retirement benefits is learning all you can about what options are available. I would recommend that you speak with a qualified financial professional who can help you sort through the choices and determine which options will work best for your business.

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*Submitted by Kari Jo Bear, a representative with InterSecurities, Inc. You can reach Kari at 816-781-8782 or kari@thomannfinancial.com*