

# WOMEN'S NETWORK

A DIVISION OF THE COLUMBIA CHAMBER OF COMMERCE

# News from Women's Network

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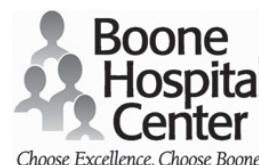
*Boone Hospital Center presents:*

## Self Marketing Power: Branding Yourself as a Business of One

The March Women's Network luncheon will be held during the Business Showcase on Tuesday, March 15.

Whether you're striving to land a big client, closing more deals or making a difference in the community, one thing is for sure: today's world has no room for shrinking violets. The only problem is that the art of self marketing is difficult for a lot of people.

This presentation will help you build your personal brand while striking a balance between healthy self promotion and egotistical boasting. Beals has helped thousands world-wide build their own personal brands.



"Every professional, regardless of what he or she does for a living needs to become a celebrity in their own sphere of interest," Beals said in a Self Marketing Power presentation. "You can go further in your careers and make a bigger difference in the world if people perceive you as a miniature celebrity."

Self Marketing Power is Jeff Beals' most popular presentation and is based on his international, award-winning book of the same title. The material comes from Beals' experiences as a real estate executive, radio/television talk-show host, writer, college dean and part-time professor. He has delivered this speech more than 400 times and has spoken in 30 states.

**\*Please note the new date and location**

### Tuesday, March 15, 2011

11:30 a.m. – 1:00 p.m. • Holiday Inn Executive Center, Windsor Ballroom  
\$23.00 online, \$26.00 at the door

Registration deadline: Friday, March 11

To register: visit [www.ColumbiaMOChamber.com/WomensNetwork](http://www.ColumbiaMOChamber.com/WomensNetwork)  
call (573) 874-1132; email [kstull@ColumbiaMoChamber.com](mailto:kstull@ColumbiaMoChamber.com)

**Gold Sponsor: Sylvan Learning Center**  
**Silver Sponsor: Delta Systems Group**

### Steering Officers

Kelley Marchbanks  
President  
MU College of Veterinary Medicine

Jennifer Thoma  
President-Elect  
Boone County National Bank

Sherry Waddill  
Past-President  
Boone County National Bank

Chris Steuber  
Secretary  
Landmark Bank

Michelle Mountjoy  
Treasurer  
Boone County National Bank

### Steering Committee

*2008-2011 Term*  
Cara Christianson  
Kate Grant  
Izzy Leatherman  
Kelley Marchbanks  
Michelle Mountjoy

*2009-2012 Term*  
Kerrie Bloss  
Heather Hargrove  
Melanie Karrick  
Kylene Richardson  
Nancy Allison

*2010-2013 Term*  
Shatenita Horton  
Amy McNulty  
Chris Steuber  
Marissa Todd  
Lili Vianello

### Committee Co-Chairs

*Business Leaders Forum*  
Angela Holloway  
Tana Benner

*Changing the Odds*  
Barb King  
Christina Walker

*Membership Development*  
Shelly DeVore  
Elisha Koenig

*Marketing & Communications*  
Laura Harris

*Monthly Program*  
Jessica Macy  
Carrie Spicer

*Special Events*  
Amanda Burfield  
Debra Montague

*Budget and Finance*  
Michelle Mountjoy  
Shatenita Horton

## Letter from Women's Network President

### Those Who Lead The Way



This past month, I had the pleasure of working with our past recipients of the ATHENA International Award and ATHENA Young Professional Award as we selected the finalists for the 2011 ATHENA Awards. What an amazing group of individuals. These past recipients have been and continue to be models of the ATHENA International philosophy. In all our talk about adventures, it is hard to ignore those who not only have led the way in the past, but continue to forge the way ahead. So often, we think of past award winners in the past tense - but not this group. These individuals continue to shape our community; support, develop and honor women leaders; and inspire women to achieve their full potential – the mission of the ATHENA International Organization. This month, I would like to pay tribute to these individuals and thank them for all they continue to do for women in our community:

- Linda G. Arnold, Landmark Bank
- The late Muriel Battle, Columbia Public Schools
- Vicki Dunscombe, retired, Boone County National Bank
- Susan Stalcup Gray, Co-Founder Isabel's Country Mustard
- Patsy Ponder Dalton, Retired, Boone County Commissioner
- Elinor Arendt, Action Realty
- Vicky Riback Wilson, University of Missouri
- Ann K. Covington, Bryan Cave, LLC
- Richard Mendenhall, RE/MAX Boone Realty
- Karen Taylor, Boone County National Bank
- Pat Hostetler, MBS Textbook Exchange
- Ellen Roper, Retired, Circuit Court Judge
- Wendy Libby, Stetson University, Florida
- Cindy Mustard, Voluntary Action Center
- Elizabeth Mendenhall, RE/MAX Boone Realty
- Teresa Maledy, Commerce Bank
- Sabrina McDonnell, Landmark Bank
- Kerrie Bloss, Big Brothers Big Sisters of Central Missouri

On March 15, we will announce six individuals who all instill the values of the ATHENA Leadership Model. I hope as we celebrate their accomplishments, we also recognize the men and women in our community who lead the way to what is sure to be a great adventure.

May our adventure continue...

President, Women's Network  
MU College of Veterinary Medicine

## This Month's Member Milestones

Send in your milestone to share with other Women's Network members!  
You deserve to see your name in print.

- **Cara Christianson** is the Membership Director at The Club at Old Hawthorne.
- **Marissa Todd** has accepted the position of Development Director at the Alzheimer's Association and will start there March 7.
- **Columbia EDP Payroll/Tax Services** has been nominated for the Chamber of Commerce Small Business of the Year.

Email your submission (or one for a friend) to  
[laura.harris@landmarkbank.com](mailto:laura.harris@landmarkbank.com).

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 (573) 268-3690 | ssimon@greatermo.org

## Member Profile

by *Connie McClellan, Winter-Dent & Company*

**Who:** Nancy Fay  
**Title:** Independent Beauty Consultant for Mary Kay Cosmetics



Nancy Fay, Independent Beauty Consultant for Mary Kay Cosmetics, grew up on a farm in St. Charles County, after she attended and graduated from the University of Missouri with a degree in Clinical Laboratory Science. For more than 35 years, Nancy enjoyed a career in healthcare – first as a laboratory manager, and then as an account manager for Boyce & Bynum Pathology Laboratories.

Fifteen years before her retirement from the healthcare field, Nancy started her “retirement career” with Mary Kay. With her business, Nancy has enjoyed helping enrich womens’ lives by teaching skin care and make up application, encouraging women to feel good about themselves, and in addition, sharing a rewarding business opportunity.

Nancy has been a member of Women’s Network for 29 years; however, after her retirement from healthcare, she decided to become even more active in Women’s Network and the Chamber of Commerce. Prior to this year and for the past seven years, she was a member of the Women’s Network Team for the Total Resource Campaign. Currently, she’s on the Chamber Membership Committee, Ambassadors and serves as President on the Alumni Board for the MU School of Health Professions.

“My passion is working with people and providing a service, both in my Mary Kay business and in my volunteer efforts,” she says.

Nancy is married to attorney Elton Fay, and has three grown children and two grandchildren.

**Sophia Smith**, Sophia's Helping Hand  
 1283 El Chaparral Ave | Columbia, MO 65201-9404  
 (573) 881-5123 | sophiasupportiveservices@gmail.com

## And the 2010 Carrie D. Franke Scholarship Recipient Goes To...

Each year, Women’s Network provides a \$1,000 scholarship in memory of Carrie D. Francke. Carrie was ambitious, completing a political science degree at MU in three years, followed by earning journalism and law degrees. She served as Senator John Danforth’s press secretary, as an Assistant Attorney General for the State of Missouri, and on the University of Missouri Board of Curators and also served on the Women’s Network Steering Committee. Carrie died in a tragic car accident in 1989 at the age of 34. Women’s Network hopes to honor her memory by giving this scholarship to women in our community going to school.

The 2010 recipient of the Carrie D. Franke Scholarship is Margaret Post. Margaret is currently pursuing a degree in Paralegal Studies through the Graduate and Adult studies program at William Woods University. Margaret has drive and ambition as she went back to school to finish her education after over 30 years. She works full-time while pursuing her degree, she is president of Daughters of the King prayer group, volunteers to serve breakfast to the homeless in downtown Columbia, and currently has a 4.0 grade point average. Margaret is an outstanding recipient for this scholarship and Women’s Network wishes her all the best as she continues her education.

by *Connie McClellan, Winter-Dent & Company*

Why is it, year after year, after the holidays, many people find they have an uncontrollable craving for sweets? There are actually a number of physiological explanations for this phenomenon; however, one of the more obvious could be tagged as a “sugar addiction,” created by the immense number of sweet foods consumed during the holidays.

Following is an abbreviated explanation according to many experts: Eating foods high in sugar, causes blood sugar to spike, followed by a rapid fall in blood sugar. After the drop of the blood sugar, in an effort to achieve equilibrium, the body sends a message to the brain, “We’ll feel better if we eat MORE sweets or carbohydrates!” This, of course does raise the blood sugar levels, which can make us temporarily feel better; however, the problem is...if we eat too much of these types of foods, it starts the cycle all over again!

Research shows these “sweet” cravings can stop by eliminating sugar from your diet for just two weeks. It is important, though, to also avoid processed starches such as white bread and pasta, as they have the same effect. A little tip for you if you want to try the two week sugar hiatus: An effective way to offset sugar cravings is, at their onset, to drink a small cup of orange juice or eat a piece of fruit.

My challenge for you: Stop eating simple sugars (found in sweet snacks, candy, baked goods, etc.) and processed starches for two weeks. According to the experts it is a guarantee you will feel the difference, and maybe even see the difference in the way your clothes fit. For further information, Google “Why do I crave sweets?” It makes for very interesting reading.

*Women’s Network and Delta Systems Group present*

## The 7th Annual Debin Benish Outstanding Businesswoman Award

Debin Benish started Delta Systems Group at a time when women were not encouraged to venture out on their own. In addition to achieving great success in business, Debin was actively involved in the Chamber and Women’s Network. Debin also had a philanthropic heart. She and Delta Systems Group has assisted many charities and non-profits with their technology needs. For all these reasons, the Chamber honored Debin and Delta Systems Group as the 1992 Small Business of the Year and again in 2005 as a Small Business of the Year Finalist.

To honor her memory, Women’s Network, and Delta Systems Group will award a businesswoman with the annual Debin Benish Outstanding Businesswoman Award.

*If you know a Columbia businesswoman who:*

- Exhibits leadership in supporting small business
- Has a record of volunteering in the community
- Is a mentor to other business women
- Owns (or is employed by) a Chamber-member business, preferably a Women’s Network member



### Nominate Her Today!

The recipient of the award will receive a \$1,000 grant from Women’s Network and Delta Systems Group.

## Business Showcase: Networking Guidelines for a Great Event

by *Cara Christianson, The Club at Old Hawthorne*

Every year there are far too many people that do not get the most out of their admission to the Showcase whether it be a \$5 ticket or a booth price. It can seem intimidating or difficult to ‘crack the code’ of the Showcase, but it is really quite simple, and there are a few guidelines you can follow to make this day a complete success.

### Showcase Attendees

**Bring business cards!** It sounds simple, but you want to make sure the people and businesses you talk to know how to get a hold of you.

**Have a plan!** Know how you are going to spend your time, don’t just show up and go with the flow. The *Columbia Business Times* releases a layout of the booth holders prior to the event. Look to see who is going to be there and what businesses you want to stop by and visit. Also, don’t be afraid to pair up with another Chamber and/or Women’s Network member to make even greater connections with new businesses and people, and you’ll also feel relaxed walking through the Showcase. I still like to pair up with someone to this day. It just makes networking that much easier and fun, yes fun!

**Follow up!** Understand that everyone will be meeting a lot of new faces on March 15th and you want to make sure they remember yours. Try to determine from your conversation the best way to follow up (letter, email, phone) and let them know you appreciated the time they gave you at the Showcase. If you feel comfortable doing it, take notes about the conversation you have with people. It will help you remember people as well.

### Businesses With A Booth

**Send out invitation to your booth.** You hope to have a lot of visitors to your booth and have them learn more about your business. By sending out an invitation via mail, email, or social media, people will know what great things they can expect at your booth and where to find you. In the past, my business had a game with a grand prize at the end of the day. Another tool we found useful was a visual marker. Don’t just say,

*...continued on page 6.*

# ATHENA International and ATHENA Young Professional Awards

Women's Network is proud to present the 17th annual ATHENA International Awards on Thursday, April 21 at the University Club.

## Banquet

Join us as we honor the 2011 ATHENA International and ATHENA Young Professional Award recipients. Cocktails start at 5:00 p.m., with program to begin at 6:00 p.m. Cost is \$28. Save \$3 by registering online at [www.ColumbiaMOChamber.com](http://www.ColumbiaMOChamber.com).

## Roses For Mentors

Is there someone you can always call for personal or professional advice? Do you attribute your success to the support you have received from a trusted mentor? Now is your chance to honor that special friend or mentor by participating in the Roses for Mentors program. For only \$5, you can send a rose with a personal note to the person who makes a difference in your life.

Donation forms are available online at [www.ColumbiaMOChamber.com](http://www.ColumbiaMOChamber.com). Roses will be delivered on Tuesday, April 19 as part of ATHENA International week, which is April 18 through the ATHENA International Awards Banquet on Thursday, April 21.

## Please Make a Note

The ATHENA International Awards Banquet on Thursday, April 21 will *replace* the April monthly luncheon. Please plan to attend this elegant title event.



A T H E N A  
I N T E R N A T I O N A L

## Photo Recap of Feb. 17 ATHENA International & ATHENA Young Professional Panel Luncheon:



From top left: Heather Hargrove, Deb Montague; Elizabeth Mendenhall.



From bottom left: Elizabeth Mendenhall, Susan Stalcup Gray, Teresa Maledy; Susan Stalcup Gray, Teresa Maledy.

17TH ANNUAL  
*Athena Awards*

*Save The Date*

PLEASE JOIN US FOR THE 2011 ATHENA AWARDS  
THURSDAY, APRIL 21, 2011  
5:30 - 7:30 PM

PRESENTED BY

  
**JOE MACHENS**  
DEALERSHIPS



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**MONTHLY CALENDAR**

**\*\*\* LOCATION CHANGE \*\*\***

**Tuesday, March 15**

Monthly Luncheon @ 11:30 a.m.  
at Holiday Inn Executive Center, Windsor Ballroom

**Tuesday, March 8**

Membership Development @ 12:00 p.m.  
at the Chamber

**Wednesday, March 11**

Monthly Program @ 12:00 p.m. at the Chamber

**Wednesday, March 23**

Changing the Odds @ 8:00 a.m. at the Chamber

**Wednesday, March 23**

Business Leaders Forum @ 12:00 p.m.  
at the Chamber

**Business Showcase: Continued...**

“Stop by Booth #213.” Give them something to look for so they can easily spot your booth. We found balloons to be the best trick. They are fairly inexpensive, add a pop of color and last the entire day.

**Follow up!** No matter what type of information you take from your visitors at the Showcase, make sure you follow up to remind them of the services you offer. The Showcase is an all day event, but there is not enough time to sit down and talk to a client or potential client. Make sure you get their contact information and take good notes about your conversation.

I know for some this may sound redundant or simple, but most of the times the simple answers are usually the best ones. I truly believe the Business Showcase is a great place to network. The opportunity for you to grow and help your business grow is huge and something that should not be taken for granted. If you have not signed up already, contact Victoria Brees at the Chamber, and make sure you have your ticket to THE networking event of 2011!

See you March 15 at the Business Showcase as well as the luncheon, sponsored by Women’s Network and presented by Boone Hospital Center!

