

2010 - 2011 BOARD

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813-251-9172 or Ewhubbard@aol.com

WEBSITE

www.networkexecwomen.com

Our website is updated monthly and provides information about upcoming programs. For updates to the website or to submit information about your upcoming events please submit all your information to Debbie Denton at debbie@2designstudio.com by the 15th of the month. If you'd like to post your photo in the member directory listing on our website please provide Debbie with headshot in a jpg, pdf, or tif file.

Speaker: AnnaMaria Turano

Marketing Consulting Associates

Tuesday, August 9th, 11:30 am - 1:00 pm
Centre Club 123 Westshore Blvd.
Members \$25 Guests \$30

Menu: Marcus Salad

(Veggie plate available; please request when reserving)

RSVP by noon Friday, August 5th through NEW website,
phone (813) 251-9172 or Ewhubbard@aol.com

Customer Value Proposition—Valuing Your Customers' (and Your Employees') Needs, Wants, and Expectations

Do you really know your what your customers and employees need, want, and expect from you?

At our August 9 program, AnnaMaria Turano will highlight why it is important for your businesses to redefine its Value Prop and re-align the organization to deliver it.

AnnaMaria will show that building a strong Customer Value Proposition (CVP) using her 3Ds—Desirable, Differentiated, and Deliverable—is critical to running a strong, streamlined business. Especially in today's tough economic times.

-continued on pg3

President's Message

Dear Members and Friends,

For the next several months, our focus will be on a membership drive. As you well know, membership is the lifeblood of every organization. Our numbers are down and it is vital that we work collaboratively to keep this outstanding organization alive.

-continued on pg2

Learn how you can become a member by visiting our website and downloading a membership application.

Join us on:



Network of Executive Women
P.O. Box 320834, Tampa, FL 33679
www.networkexecwomen.com

Events This Month

Get Acquainted Luncheon

Check website calendar for update

www.networkexecwomen.com

Enjoy lunch and conversation while you meet new and prospective members and get reacquainted with existing members.

A time to find out more about our members, NEW's committees and network.

After Hours Networking

Check website calendar for update

www.networkexecwomen.com

Enjoy socializing with members in a relaxed atmosphere with cocktails and appetizers.

Bring friends!

Monthly Board Meeting

Wednesday, August 31st, noon - 1:00 pm
4809 Ehrlich Rd, Suite 101

Upcoming Events

Upcoming Survey

A survey will be distributed at our next luncheon and also sent electronically to all members, giving you an opportunity to share your ideas for future speakers. Please take a moment to respond to the survey, as your recommendations are valuable NEW.

September Luncheon:

Installation of new board members.

President's Message continued from pg1

Many of you know of friends and peers who could benefit from NEW. The Network of Executive Women is more than a networking organization. This organization extends to the community by giving back, via scholarships that help financially challenged women pursue their educations. In addition, we regularly have incredible guest speakers who inform us on topics ranging from business to personal issues and provide us with awareness and knowledge. We don't just exchange business cards—we come together for social outings that also create new and lasting friendships that then lead to incredible business opportunities.

We need your help, ladies, and so I'm asking you to please reach out to women you know who can benefit from membership in NEW. Call these women on the phone, talk to them about NEW when you see them, reach out via e-mail. With the Internet at our fingertips, social media offer endless possibilities for increasing membership. Spread the word to your LinkedIn connections. Facebook offers many features where you can promote NEW. Tweeting is another great way to get the word out and prospect for member possibilities. Using social media to extol the benefits of NEW will reach far beyond your own circle and can lead many dynamic women to discover us.

Our communications committee is currently creating flyers you'll be able to share with friends and colleagues. If we come together and make an honest effort we can easily increase our membership. But, we need your help. Just think: If each and every one of us commits to recruiting just one new member, that alone will double our size.

This is a wonderful organization, and I look forward to the upcoming months of witnessing its growth.

August Speaker continued from pg1

Her presentation will explain and demonstrate the importance of delivering a single idea that resonates with both internal and external stakeholders. She highlights large, mid-sized, and small companies who have created strong CVPs for their B2B and B2C targets, and how these companies have succeeded in highly competitive markets with their single-minded strategies.

AnnaMaria will engage us in systemically building a CVP together. You'll become familiar with the seven steps in creating a CVP, as well as the keys to success and common pitfalls in creating, enhancing, and executing a CVP.

You'll also learn how to analyze the strength of your company's current CVP, enhance a single idea, align cross-functional operations with an improved CVP, and measure its impact on your business.

You'll leave with a keen understanding of how a strong CVP helps achieve your business goals, plus an actionable set of steps to take and a list of metrics to measure current and future CVP effectiveness.

AnnaMaria is co-author, with John Rosen, of *Stopwatch Marketing: Take Charge of the Time When Your Customer Decides to Buy* (Viking Penguin Group, 2008). She has taught marketing as an adjunct professor at NYU's Stern School of Business. Her company, Marketing Consulting Associates, has offices in Westport, CT, and Clearwater.

Scholarship Funds

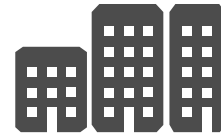
50/50 Fundraiser

This luncheon fundraiser helps raise money which is awarded annually to financially and academically deserving women in the Tampa Bay area. Fifty percent of money raised goes to scholarship and 50% goes to the winning ticket holder.

**50/50 Fundraiser raised \$111
at the July lunch!**

Contributions can be made on our website.

Business Highlight



Henderson & Gauthier, CPAs, PL Brenda S. Gauthier

Income Tax Planning/Compliance
Estate Tax Planning/Compliance
Financial Planning

BGauthier@HendersonGauthier.com

100 North Tampa Street
Suite 1835

Tampa, FL 33602
Telephone: 813/204-9290
Fax: 813/204-9311

Free Initial Consultation to Members!

Special Thanks!

Thank you to our members who generously donated our door prize for July's lunch:

Laura Rehbein of Ameriprise Financial
Samantha Bond of SB Recommend, Inc.
Sonia Grays of Karina Isis
Amy Kurella of Savvy Insurance Solutions

Five free door prize raffle tickets were awarded to Joan Applebaum, Edna Broyles, Karen Mertes, and Barbara Heiniken for hosting a guest at our July luncheon! Thanks ladies!

Member News

NEW member **Haley Maple** was reappointed to serve on the Marketing & Membership Committee of the American Bar Association Section of Litigation. This leadership position spans a one year term and marks Haley's third year on the Committee.

Debbie Denton started a new position with Sign-Age in Clearwater as their graphic designer. Sign-Age produces all types of signs, tradeshow and vehicle graphics. Debbie's freelance business, 2Design Studio, can still be counted on for creative ideas and quality designs.

If you're interested in having your business website featured in the Network of Executive Women's twitter feed, please email **Haley Maple at hmaple@forizsdogali.com**. So far, we have promoted numerous member websites via our Twitter feed. Social media allows for us to easily network and connect with others, so be sure to take advantage of this great member benefit.

Our Scholarship Chair!

Kristi Campbell graciously agreed to be our Scholarship chair position on the board. This is with the understanding that we can no longer "dump" this responsibility on one person and assume they are going to pull off a big event. Haley & I have agreed to work closely with her and she has agreed to head up the committee in terms of leading us all in getting this event done. In whatever form it takes. We are all going to have to pitch in and be an active part in the event next year. There is no expectation that Kristi is going to come on the board and magically create an event while we sit back and watch.

That being said - I just wanted to point it out as she was left out of the newsletter this month because she wasn't on the original list that Debbie was working from and I didn't read the newsletter proof before it went out.

(Oops!)

Can we all welcome Kristi to the board. I am very excited that she agreed to this and can't wait for her to be part of the board.

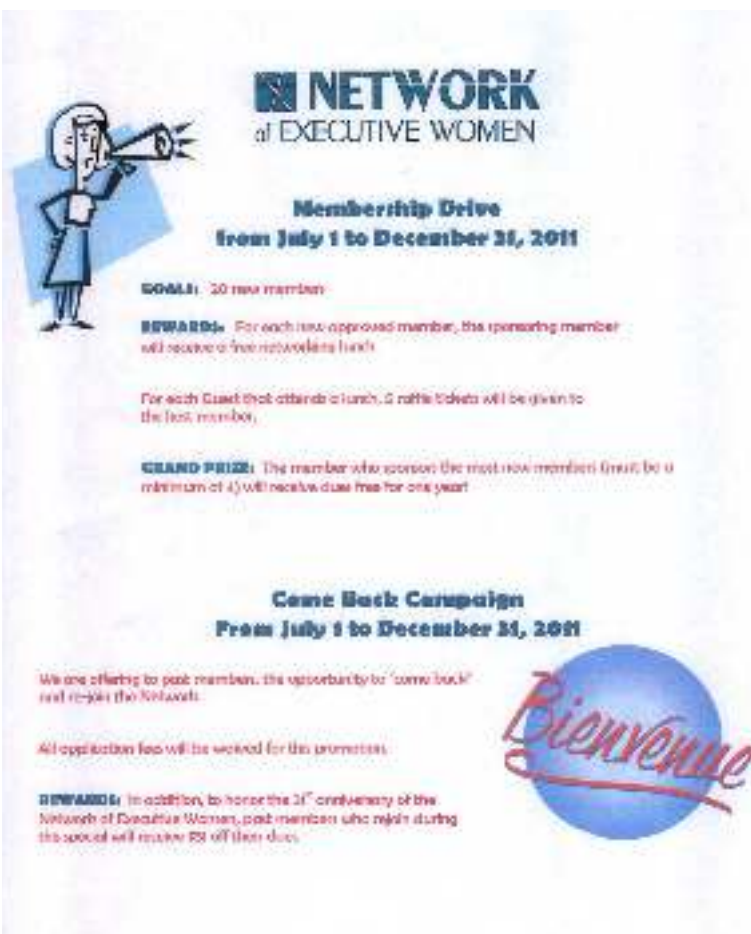
Yea Kristi!



NETWORK of EXECUTIVE WOMEN

Create your business vantage point through membership with N.E.W.

- Be a part of the select group - diverse executive women, able to share knowledge and experience in many different fields
- Monthly programs providing valuable information on the community, business strategies, and much more
- There are many opportunities to give back through various committees, scholarship drives and other outreach projects improving the lives of women and children in our local area
- Members business' are promoted through our social media, web-site, and monthly newsletter
- Each month at our luncheons one member will be spotlighted allowing for a presentation on their business
- Participate in after hours networking at various locations in the Tampa Bay Community



NETWORK of EXECUTIVE WOMEN

Membership Drive from July 1 to December 31, 2011

GOAL: 20 new members

REWARDS: For each new approved member, the sponsoring member will receive a free networking lunch

For each Guest that attends a lunch, 2 raffle tickets will be given to the host member.

GRAND PRIZE: The member who sponsors the most new members (must be a minimum of 4) will receive dues free for one year!

Come Back Campaign from July 1 to December 31, 2011

We are offering to past members, the opportunity to "come back" and rejoin the Network!

All application fee will be waived for this promotion!

REWARDS: In addition, to honor the 21st anniversary of the Network of Executive Women, past members who rejoin during this special will receive \$50 off their dues.

Bienvenue