



# The Link

PO Box 3414, Courtenay, BC V9N 5N5 (250) 898-0244

[www.cwbn.org](http://www.cwbn.org)

**February 2007**

## CV Spirit Committee at Next Meeting



The Comox Valley Spirit of BC Community Committee and the Comox Valley World Cup Organizing Committee are two forces that are bringing the opportunities of the 2010 Games to life in the Comox Valley.

Learn about the Comox Valley Spirit of BC Community Committee's exciting accomplishments, goals and areas of focus. Hear first hand how the Comox Valley World Cup Organizing Committee plans on hosting the best International Paralympic Committee (IPC) Nordic Skiing World Cup finals event this March, and discover

what opportunities there are for the business community to be involved.

**Susan Kelsey**, Chair of the Comox Valley Spirit of BC Community Committee and a former Olympian, will give an overview of the Spirit Committee, its goals, activities and areas of focus.

**Mike McLaughlin**, Chair of the Comox Valley World Cup Organizing Committee, will give an overview of the TimberWest IPC Nordic Skiing World Cup Finals being held on Mount Washington, March 10 – 14, 2007.

**Sharon Fisher**, a member of the Comox Valley World Cup Organizing Committee, will talk about opportunities around the IPC Adopt a Team Corporate Program.

**Dianne Hawkins**, a member of the Comox Valley Spirit of BC Community Committee, will talk about opportunities for schools around the IPC Adopt a Team School Program.

## Next Meeting

Reservations for the dinner meeting on **Thursday February 8<sup>th</sup> at 6pm** at the Best Western Westerly Hotel must be made by Monday February 5<sup>th</sup> by calling 898-0244. If you make a reservation and do not attend, the WBN will be charged for your meal, therefore, if you have not cancelled by the Monday preceding the meeting, you will be invoiced for the missed meeting.

### Cost

Members	\$22
Non-members	\$27

### Need a Room?

Come see our beautifully appointed meeting room that comes with internet access, flip chart & whiteboard.



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## President's Message

### *Just get out there...*

Building your network can be fun and rewarding. In order to create a larger network, you need to get out in the community and make new contacts. This can happen from chatting with another parent at a soccer game or selling hot dogs at the local grocery store for a fundraiser event. You can simply incorporate your personal lifestyle into building your business contacts.

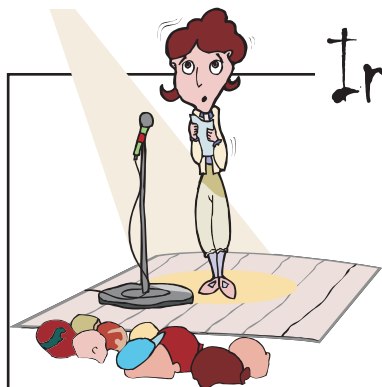
Volunteering at local community events will get your name out there. Pick something you have a passion for so you will enjoy it and work with it. There are so many opportunities in the Comox Valley. Every week there seems to be an event happening. The IPC World Cup, Canadian Cancer Society Residential Campaign and Relay for Life, Yana, Sporting Tournaments, Therapeutic Riding, and the list goes on and on. To find out more about volunteer or non profit organizations you can contact the Chamber Office, local newspapers, the aquatic centres, and the recreation centres.

Just getting out in the community will go a long way. Another good way is to bring the community to your business by offering gift certificates for door prizes, selling tickets for a function at your store, or being an information resource centre for an event.

All these varieties of volunteering will bring more positive energy to your business, gain contacts, and get known.

*"The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own."* **Bob Burg** internationally known speaker and author.

*Liz Tribe*



In the Spotlight

February Meeting  
**Carolyn Dyck**  
 All Secure Storage

## WBN Goals

- ✓ Network with a new person at each meeting
- ✓ Talk with everyone at your table
- ✓ Do business with members whenever you can
- ✓ Exchange tips and good ideas with each other
- ✓ Share the WBN experience with a guest
- ✓ Get involved - it does make a difference, and it's fun!

## ADVERTISE

Promote your business and start networking with these great advertising rates: business card size for \$10/issue or \$50/ 6 issues. Your advertising also supports the publication of this newsletter.

## The Link

The Link is published monthly by Emma Payton and printed by ABC Printing of Courtenay

Editor & Board Representative  
 Sue Pyper  
 info@emagination.ca

### Advertising

#### Rates

Business card size - \$10/issue or \$50/6 issues  
 Payment to the WBN is required in advance.

#### Copy

Digital artwork/advertising copy must be received by Emma Payton before the 15th of the month preceding publication.

Publisher's Contact Details  
 Emma Payton - Payton Hughes Consulting  
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# Member Profiles

## Lara Austin



**Lara Austin**  
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Mine is one of those industries that receives its share of cynical jokes and, at times, a bad rap. Many times in the past 11 years, I've had acquaintances, friends and strangers share a bad experience with a stock pick, or tell me about that friend they had in college who is still pushing to sell them life insurance.

The reality - there are many ways to get to the "financial success finish line". And investing is just one of those ways. *Investors who understand what is in their control and what isn't and how different investments behave have few surprises and great success.* And therein lies the secret to success.

### What is in your control?

Costs, Taxation and Product. This is generally the focus of my initial consultation meetings. More often than not, I find good, smart folks with great talents in other areas are not familiar with how they pay their advisor, what each investment costs in management or sales fees (and if they are getting their dollars worth). Also important - how forms of income from investments are taxed and what they can do to diminish this. Product solutions for accessing professional management has blossomed from

stock picking and mutual funds to a host of very smart alternatives.

### What is not in your control?

The markets, interest rates, political uncertainty and surprise events (think SARS and 9/11). A lot of my role is education and hand-holding. I'm proactive about booking regular meetings, and although some clients may start off feeling unknowledgable, our goal is to work together to better understand how their investment portfolio is connected to the big world out there.

### What else do I do?

When the time is right, people come to me to learn how to save for their kids or grandkids education, look after an ailing parent, income protection, arrange assets so they can be moved to the next generation without too much tax or penalties and lots of other great things.

I have a fantastic husband and two handsome boys (ages 9 and 5). We love outdoor adventures and traveling. We hate homework. I believe the most important thing that holds our family together is eating dinner together each night and sharing the day. The rare time I forsake this is for a WBN Meeting.

## The Humility Advantage - How Less Ego Creates More Sales

Jeff Mowatt (free on Articlecity.com)

See if this applies to you or your team members in your organization: You've been working in your industry for several years. Your responses to requests from customers, prospects and co-workers are fast and accurate. You know your stuff and your product knowledge is one of your greatest strengths. If this is the case, then the bad news is that your extensive knowledge may also be one of your greatest weaknesses. The reason - you may be inadvertently coming across as being arrogant and insensitive.

I'm not suggesting that you have a holier-than-thou attitude or that you are unfriendly. It's just that you are so quick with your answers and recommendations that others feel like you haven't really been listening to their needs (even though you have). In other words, the greater your expertise, the more likely it is that you are unintentionally rubbing people the wrong way. The good news is that there's an easy way to prevent this misconception that I call The Humility Advantage.

Working with over a hundred sales and service teams over the years, I've found there are at least 7 key opportunities where a little employee humility pays-off substantially. Here are three that I often share in my Influence with Ease speeches.

### 1. Mention your Homework

Several years ago, a couple of branding consultants approached me about enlisting their services. My first thought was that these folks knew nothing about my company or my industry, so why on earth should I pay their sizable fees. I only agreed to meet with them because a colleague said they'd done good work for his firm.

When I sat down with the consultants, they did not

start asking me lots of questions about me and my industry. (That would have confirmed to me that they really didn't know my business world and would have ended their chances of selling me their services).

Instead, they began the meeting explaining that, by way of preparation, they'd been chatting with some of my colleagues and customers to find out their impressions of my company's services. Then, they asked if I would like to hear the word-on-the-street. As you can imagine, that got my attention. And the ensuing conversation led me to engage their services.

When you talk with potential customers, do you begin the conversation by mentioning the homework you've done on their company? If not, you're missing an opportunity to let them know that you are truly interested in them.

Rather than starting a sales conversation by asking about their needs, try commenting on something you saw on their website or read about them in an industry journal. It's a powerful way to confirm to others that you're knowledgeable without coming across as one who brags. It's one of the first steps in applying the humility advantage.

### 2. Confirm your Understanding

If you've participated as an audience member in one of my live presentations, you might have seen me step off the stage pretending to be a waiter taking food orders from several audience members as if they're at a restaurant. During this skit, rather than order directly from a menu, each patron has a special request such as, "I'll have the salad with the meal." or "I'd like to have fruit instead of fries," etc. As the waiter, I don't write any of this down, and as you've likely guessed, when I walk away, the patrons assume there is no way I'm going to get all the orders straight.

There's the problem. I may have listened accurately, but the emotions I left with my customers are worry and lack of confidence in my service.

As an experienced professional in your industry, you may be a great listener, but are you perceived as such? Being regarded as a poor listener is a surefire way to kill a sale or curtail your career. Fortunately, by using a little humility, this is easy to correct. In the waiter demonstration, I redo the same order-taking scenario, except the second time after taking the orders, I say, "Let me make sure I've got this straight. You would like yours with fruit instead of fries..." (I then confirm everyone's special request accurately).

Suddenly, the restaurant patrons feel good about the quality of my service. Here's the key; I repeated my understanding of their needs with the phrase, "Let me make sure I've got this straight." Fact is, I knew I had it straight, but the customer didn't. The catch is, if my ego were running my life I'd never say, "Let me make sure I've got this straight."

### 3. Ask Permission to Present

You've probably heard the expression that people don't like to be sold-to, but they love to buy. That means that before you present the benefits of your products or services, remember to ask for permission. When you thread all these techniques together, a sales conversation might start by pointing out the homework you've done on the other person. Then ask about their needs, confirming your understanding with, "Let me make sure I've got this straight..." Later, ask permission to present with, "Based on what you've told me, I do have some thoughts. Would you like to hear a couple of options that I think would fit for you?" Once the other person agrees, they'll feel less like they are being forced, and more like they are being helped.

# Network News

## WBN Board Announcements

- ▶Wear Red to the next meeting in support of Heart and Stroke month
- ▶As suggested, we are requesting food description labels for the dinner buffets
- ▶Would like to thank all the members who brought guests last month.
- ▶Coming soon minerva award and bursary info...

The WBN will present its second annual Women In Business showcase from 10-4 on March 4, 2007 at the Crown Isle resort ballroom. The event provides an opportunity to showcase your business to the public and network with other local business women.

Tables for the event are going quickly, with more than half already booked. The cost per table is \$100, or \$60 for half a table which includes a buffet lunch for exhibitors. Tables must be booked by Thursday, Feb. 1 to ensure that your business can be included in promotional materials for the event. After Feb. 1, any remaining tables will be made available to non-WBN members at a cost of \$120.

The registration form and additional details are available on the WBN website at [www.cvwnb.org](http://www.cvwnb.org). For more information, or to register contact Linda Lee at [lindavlee@telus.net](mailto:lindavlee@telus.net).

The Showcase committee is soliciting door prize donations from WBN members. This is a great way to let showcase attendees know more about your business (and for those who can't be there in person, will ensure that your business is still represented).

We will gather all donations into a giant gift basket for one lucky guest. All prize donors will be recognized on a handout which all attendees will receive, as well as with signage at the gift table.

Donations for the gift basket will be collected at the February WBN meeting, and up until Feb. 22. Please remember to attach your business card to your donation so that you and

your business can be properly credited.

For more information about making a donation, please contact Mia Heitland at [IslandSpiritSports@shaw.ca](mailto:IslandSpiritSports@shaw.ca) or 703-1194.

We are also looking for volunteers to work two-hour shifts welcoming guests at the door, or serving as runners to help exhibitors. If you are able to help out, please contact Mia Heitland.

## WBN "Extra Credit" Networking/Referral Coffee Group

**The goal...** to connect women professionals who purposefully exercise referral making as part of their business.

**The process...**discussion centered around understanding each others' clientele and businesses in better detail and looking for opportunities to make connections.

The understanding... knowing that there are no obligations to take or give a referral or to attend every opportunity.

*What you put in is what you get out.*

For more information, contact Lara Austin at [lara.austin@rbc.com](mailto:lara.austin@rbc.com) or (250) 334-5606.

## Last Meeting's Door Prize Donations

- ▶ Marianne Woodrow - Coast Realty
- ▶ Esther Kane - Registered Clinical Counsellor
- ▶ Liz Tribe - Canadian Cancer Society
- ▶ Charlene Rowlandson - Royal LePage
- ▶ Monika Grunberg - Grunberg Patterson Counselling
- ▶ Vivian Cruise - Chef & Cookbook Author
- ▶ Marita Sanchez - Harbourview Therapeutic Massage
- ▶ Sara Seeds - Equilibrium Lifestyle Management
- ▶ Michelle Hughes - CV Acupuncture

## 2006/2007 Board Members

Liz Tribe, President  
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# Member News

## Voices Three a Success

The Voices Three concert featuring **Sue Pyper (emagination Design)**, Helen Austin and Judy Brunet, which took place Saturday 13<sup>th</sup> January was a resounding success both as an entertaining evening and financially, raising \$3000 for the Comox Valley Hospice Society.

## Labour Shortage Opportunities

The current Skilled Labour Shortage is creating great opportunities to launch new careers, especially for those with a post-secondary diploma or degree.

The skilled labour shortage is not limited to any one field. At **Excel Career College**, a similar phenomenon has been observed in Health Care and Bookkeeping. In short, post-secondary training is now more valuable than ever. It is a wise investment in your future, one that will accelerate your transition into the workforce or from your current position to a whole new career.

For more information on how you can take advantage of the labour shortage and find yourself an exciting new occupation, call Excel Career College at 334-2452, or email [mysuccess@excelcareercollege.com](mailto:mysuccess@excelcareercollege.com).

## Education & Career Fair

6<sup>th</sup> Annual Comox Valley Education & Career Fair, with over 70 exhibitors representing businesses

and educational institutions will take place on Friday, February 9, 2007 at the 19 Wing Fitness & Community Centre from 10am – 4pm. For more information please contact the Comox Military Family Resource Centre at 339-8290 or visit the website at [www.geocities.com/cmfr](http://www.geocities.com/cmfr)

## Office Space for Rent

**Esther Kane**, MSW, Registered Clinical Counsellor, has bought a commercial strata unit (#6-145 19th St. in Courtenay) and will take possession March 1st, 2007. She is completely renovating it top to bottom and it will have a "Yaletown/Vancouver" feel to it. She will have her office upstairs and there is a second office for rent on the main floor with 2 big windows that open. The rent for this space which will be available mid-March or April 1, 2007 is \$600 +GST and includes the following: a beautiful private office that will be soundproofed and have it's own door, shared bathroom which will be warm and inviting, all utilities, high-speed internet, alarm system, gorgeous, large shared waiting area/lounge complete with oversized retro leather chairs, professional cleaning services once a week, quiet, peaceful, and inspiring surroundings, great central location, view of the Puntledge river from office, and a 10-minute walk along the river to downtown.

Call Esther at (250) 338-1800 e-mail her at: [www.estherkane.com](http://www.estherkane.com)

## Sid Events

The Sid Williams Theatre presents **Axis Theatre Company's The Number 14...** The bus ride that will keep you laughing to the end of the line. The award-winning "Number 14" features Canada's finest physical theater performers in a comic adventure that has wowed audiences since '92. Outrageous costumes, award winning masks and audacious comedic turns fuel this high octane social satire, as six quick-change artists transform into over 50 characters - all humorous reminders of those we see on the bus. "The Number 14" at the Sid Thursday, February 1st! Sponsored by the Comox Valley Echo.

On February 15<sup>th</sup> **Romanza**, three classically trained young tenors charged with vitality and talent and born will entertain. Individually they have enjoyed rave reviews performing as soloists across North America and Europe; together they are undeniable, joining in harmonies that swell and subside masterfully, charming you along the way. Romanza have been winning people's hearts everywhere they perform. Sponsored by Island Honda.

Remember to show your WBN Member's card and receive 1 Ticket at the SWTS Member's Price! Tickets at the Sid box office, 338-2420 or [www.sidwilliamstheatre.com](http://www.sidwilliamstheatre.com)

## blueberry cottage vacation home rental

*Maureen Hansen Crowder*

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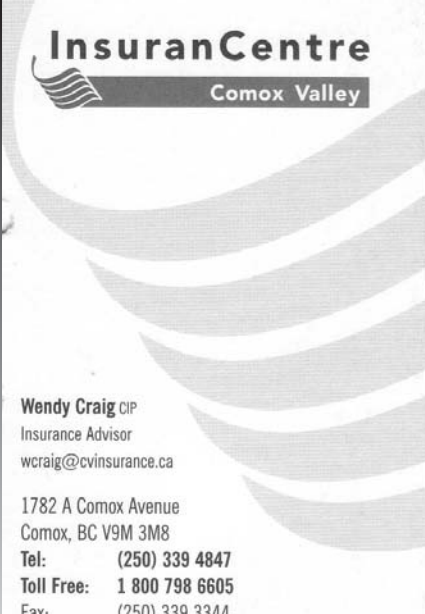
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or visit our website at [www.Customgourmetchef.com](http://www.Customgourmetchef.com)

# Whenever you can, support Women's Business Network members. Here are some who support this newsletter...



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Wendy Craig CIP  
Insurance Advisor  
wcraig@cvinsurance.ca

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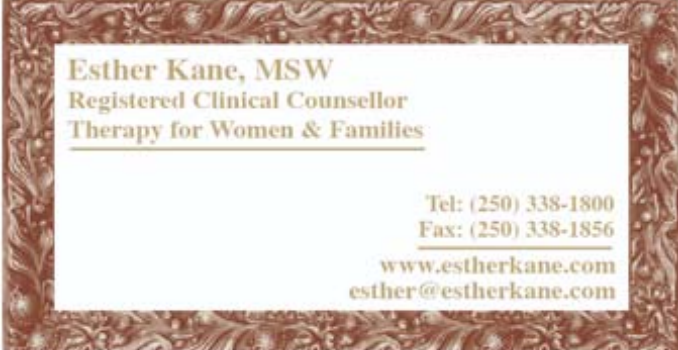
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