



## Ventura County Professional Women's Network

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### Minutes

VENTURA COUNTY PROFESSIONAL  
WOMEN'S NETWORK  
LEADERSHIP TEAM MEETING,  
NOVEMBER 17, 2011

**IN ATTENDANCE:** Alison Balter, Gale Dyson, Rita Frayer, Mary Gabriels, Wendy Gayner, Shirley Jones, Shirley Lorraine, Sheila Lowe, Gloria Miele, Jim Nicoll, Sue Osborn, and Darian Taylor.

**ABSENT:** Wendy Gayner

President Shirley Lorraine called the meeting to order at 6:30 p.m. at her home.

Motion that the minutes of the previous meeting be approved: Darian Taylor  
2nd: Shirley Jones  
All were in favor = motion carried

Sue O. read a thank you card from Rita F. for both the flowers and the moment of silence in honor of her husband Jim's passing.

Sue O. brought a retirement card for Tessa Weeks which was circulated for signatures.

### President – Shirley Lorraine

The nominating committee will need to be convened in January. The committee consists of the current president, the incoming president and two people from the general membership.

### Networking – Alison Balter

Blow Your Own Horn:

Alison thought this segment went a lot better - people were respectful of the time.

### President-Elect – Mary Gabriels

Talia Wunder did a great job as sponsor of the November meeting, placing items on each table as well as on the stage. She was a great example

of how sponsors can get value for the cost of sponsorship.

Our speaker seemed confused about how long he actually had and was mistakenly told, at the meeting, that he could take as long as he needed. The correct range of 30-40 minutes is on the site and the application, there should be no confusion.

We may need to revise the current agenda because we seem to be running about ten minutes over. It was agreed that we should tighten the agenda and not sacrifice speaker time.

Directors should inform Shirley L. in advance if they need to be included in the month's agenda.

Board members will get a copy of the agenda at the meeting so each knows when she, or he, will speak, if she is going to.

January speaker is Juli Black; sponsor is Martha Jaffe. Mary G. is following up with potential speakers for February, March, and April.

Bucks - keep or not? Consensus is yes, but it was decided that they would only be used toward silent auction purchases and not toward dinners.

### Finance – Shirley Jones

No budget yet, but Shirley has honed it down and is getting closer to being able to provide one.

She proposed that we change banks to First California Bank. It is a friendly bank and there are several branches around the county.

Motion to change banks: Darian Taylor  
2nd: Alison Balter  
All were in favor = motion carried

We'll have both checking and savings accounts.

Update on the membership functionality in QuickBooks. Sue O. researched the problem with the system invoicing our test cases every month and increasing the balance due with each invoice. She could find nothing to resolve the problem - our test cases have been entered as annually due. She will call QB to see if they can help resolve the problem.

In the meantime, Shirley J. asked Gale D. if she could follow up with those members whose renewals are due.

Logo Contest. After some discussion it was agreed that the new logo should have silver as the background, with royal blue letters and a magenta 'W'. These choices will be given to Juli Black for her to create and the board can review. Time is of the essence if we are going to have the new logo ready in January.

#### **Membership – Sheila Lowe**

Gale D. will be following up with our speaker from last week - he expressed interest in joining the group.

Talia Wunder, who made really good use of her sponsorship, is working with Martha Jaffe who will be sponsoring in January.

Other topics from the membership committee meeting:

- Encourage speakers and sponsors to work together - this benefits them and the membership.
- Buddies might follow up with new members for longer than just the first meeting, and perhaps again as the new member's anniversary approaches.
- Publish the calendar of events on the back of the coupon sheet distributed each month. Related: Sheila would like to email the membership asking for discounts again.
- Sheila sent an email blast reminding people who had shown an interest in joining that the membership special will stop at the end of November.
- Going forward, the special might be more of an enticement on a specific date, i.e., "If you sign up tonight..."

- Make the silent auction evenings hors d'oeuvres rather than full dinner meetings. Separately, the request was made that perhaps we could have larger plates when we have hors d'oeuvres.
- Invite our Dream Maker winners back after one year to see how they've done. Mary will try to get in touch with any of them she has contact info for.
- Perhaps we can begin having social activities away from the meeting - like the gourmet dinner group.
- When the meeting agenda needs filling in, invite other groups to speak on a short subject; e.g., greening your office environment, homelessness in Ventura County.
- Create a seal for the web site commemorating our 30th year. Sheila will have Rick add this.

Gale D. will follow up with members who haven't renewed.

Shirley L. has been trying to find the colors we used for the badges celebrating our 25th anniversary, but so far has been unsuccessful.

Regarding the 30th Anniversary- Darian T. will oversee as Director of Special Events, but will need a committee. She will call a planning meeting - all interested should contact Darian or Shirley Lorraine.

Shirley L. asked about sending holiday cards to the membership, and after some discussion it was decided that cards celebrating the new year would be best and that we could write and address them at the board's holiday party.

#### **Mentoring – Gloria Miele**

The mentoring program is being refined. Gloria is considering two meetings per month for three months. The meetings will be structured and brief.

Rita F. suggested it might be beneficial for members who aren't sure what mentoring entails to see a role play. Gloria thought a video would be a good way to communicate this and will do this in December.

**Communication – Wendy Gayner**

Wendy G. is away at a conference, so no report.

Gloria M. presented a question from Karen McGraa, who produced the radio show, but thought publicity should be provided by a board member. Gloria will email the link to Wendy and Sheila L.

Karen was looking for another volunteer to be interviewed and Jim N. stepped up.

**Hospitality– Gale Dyson**

Gale reminded the group that in order for material to be included in the hostess packets she needs to receive it before Thursday, the day of the meeting.

She will be traveling during the holidays and is not sure what weather she'll encounter, so in the event she doesn't make it back by the January meeting, Rita F. will take hospitality responsibilities.

**Special Events – Darian Taylor**

The Silent Auction went very well - it was the most successful one ever, with a profit of \$1,036, including \$104 in VCPWN Bucks.

**Member at Large – Jim Nicoll**

Jim is available and happy to help any director who needs assistance.

**Other Business**

Regarding the interviews by the VC Star - we haven't seen anything in the paper yet.

**President Report – Shirley Lorraine**

Shirley mentioned that in years past we used to invite public figures to our meeting, and thought we should reinstate this practice. To ensure no more than one person per month, funnel all invitations through Shirley L.

Confirmed date for the leadership team holiday party - December 8th, at Rita Frayer's home, at 6:30 pm. Gift exchange value of approximately \$20.

The meeting adjourned at 8:11 p.m. The next leadership team meeting will be held on January 19, 2012 at 5:45pm at Shirley Lorraine's home.

Respectfully submitted,  
Sue Osborn, Recording Secretary