



Missouri Business Woman

Business Women of Missouri Quarterly Magazine
Volume 90 No 3 Winter 2012

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Coming Soon! March 1 Deadlines

- Local Club's President Report due to State Office
- Mentoring Report due to State Chair
- State Foundation Report due to BPW Foundation Treasurer

Reference your 2012-13 Manual for full details and forms to be submitted.

Do not delay!



Governor Jay Nixon Proclaims Business Women of Missouri Week. Members on hand for the signing ceremony are pictured above: left to right: Evie Church, Maryville; State Treasurer Sharron Sutton, State President Megan Broemmer, Governor Jay Nixon, PSP Connie McGinness, State Vice President Sherry Jones, and PSP Betty Beason.

Plans Underway for February Legislative Conference

By Lorraine Whittington and Angie Moran, Legislative co-Chairs

It's been a long summer and fall with the election. Not knowing who would still be around after November 6 was a deterrent to obtaining speakers for this year's Legislative Conference. I have made two phone calls to Sara Lampe and have yet to reach her. I wrote to the Attorney General, and do not have his response yet. I wrote to the Governor's wife, and have not heard from her yet. I KNOW we will have a great Legislative Conference, but I cannot tell you yet who the speakers will be - you'll just have to come and find out! I know you won't be disappointed!

We will be in the same location as last year, The Capitol Plaza Hotel in Jefferson City. The banquet will be Friday night and we will have pot roast. For the Saturday luncheon, we will have chicken salad sandwiches on a croissant, with a fruit cup and dessert. Not too fancy, but delicious.

I wish I could explain to you what it's like getting speakers for the Legislative Conference. If they have a Committee

meeting that they are on - you get cancelled. If something else comes up that they'd rather do - you get cancelled. If they can go home - you get cancelled. You very rarely get to go with Plan A. Last year we were with Plan C, and thankful for it. With an election year - it's much worse than normal. This may sound negative, but it is just how things are in Jefferson City. We will have speakers and they will be good speakers - we're just not going to know who they are for awhile.

Just think about Sara Lampe's presentation last year, and look forward to hearing from her again. Remarkable lady! Indelible lipstick and elastic in your pants.

Plan ahead to be in Jefferson City on February 22 and 23, 2013. We promise you a good time, and a good learning experience! And you'll want to get your General Assembly Roster for 2013. See you there!

The Registration Form is on page six of this issue. Complete and mail yours today. The form is also available on our website: www.businesswomenmo.org

The President's Message

It is hard to believe that December is upon us; we are seven months into the fiscal year; and there is less than a month until Christmas and the beginning of 2013.

So far this year, we have had August Board meeting, Leadership Conference, region meetings, Proclamation signing, Business Women's Week, Foundation auction, Executive Committee Open House, December Board meeting, local club meetings and various special events around the state.

It was a wonderful experience to attend the Missouri Business Women's Week 2012 proclamation signing at the Governor's office with several BWM members. Governor Nixon spent about 20 minutes with our group. His wife was unable to meet with us this year. Our group enjoyed lunch together in Jefferson City before we headed home.

Just think about all of the lives our organization impacts. We provide scholarships on the local level from the Local Clubs, the state level from our state foundation and national level from BPW USA Foundation.

We want to see ourselves and our members grow personally, politically and professionally. This organization provides many ways to do just this.

Local Clubs have developed programs to teach high school students about real life, to assist women re-entering the workplace and to support shelters for victims of domestic violence. These are only a few of the many things our Local Clubs do to make a difference in their community.

BWM has two signature programs that also help achieve these goals: Individual Growth and Generations Taking Charge. Dianne Simon, IG Chair, has been working hard to put together the program for this year. There are many IG workshops taking place around the state. Carole Parson, GTC Chair, has created our first state competition since our name change.

I am so excited to see the young women who are already interested in giving their presentation at state in April 2013. Read more about the GTC competition later in this publication. If you are interested in learning more about how to participate in either of these programs, contact the Chairs.

Many thanks to Lorraine Whittington and Angie Moran, the Legislative Chairs, for their hard work keeping us informed of legislative topics. They have encouraged us to pick up our pen and send a letter (or e-mail) to our senators and representatives regarding several issues.

This was a big year at the polls. I know many Local Clubs worked polls and helped get people out to vote. They also put on a skit about the Lame Duck session with the help of Mary Clark and Tammy Rinehart at the board meeting.

Speaking of, we had an awesome December Board meeting. Mary Clark and her two elf assistants (my daughters Mackenzie and Claire) auctioned off wrapped gifts to help raise over \$1,000 for the state foundation at the Executive Open House.

Amy Bennett, Uniting with Military Women Chair, brought lists of female soldiers overseas and asked Local Clubs to adopt a soldier and fill a box with necessities and goodies for Christmas.

We did something a little different this year. We ended the meeting with dessert and a

speaker. Elizabeth Guillebeau of Easy Riders drill team spoke about human performance strategies in the workplace. She discussed how when compassion is added, many more things become possible. Everyone enjoyed hearing the story of her drill team and watching the video of their precision performances.

Thank you to all the Board members and guests for all you do for the organization and for attending the meeting. Thank you to everyone for the Christmas gifts. As expected, my daughters loved the reindeer. They placed the reindeer on a bed of snow on top of my piano for the duration of the holiday season.

I am especially thankful for my Executive Committee team and their dedication to this organization.

Look forward to seeing everyone at Legislative Conference in February.

Happy Holidays!

President Megan



Megan Broemmer
BWM State President
2012-2013



Business Women of Missouri Advertising Rates

Advertising for one year, which includes four (4) issues of the Missouri Business Woman (MBW), plus the Business Women of Missouri website (including business link):

Combo Rates (MBW + Website)

- Business Card size
plus Level 1 website \$40.00
- One Eighth Page
plus Level 2 website \$55.00
- One Quarter Page
plus Level 3 website \$75.00

Business Women of Missouri website only for one (1) year:

- Level 1: 3 1/2" x 2 \$8.00
- Level 2: 3 1/2" x 3 1/2" \$15.00
- Level 3: 3 1/2" x 5" \$35.00

Note: For a full or half size advertisement, contact the State Office at jo.mofedbpw@gmail.com or Business Women of Missouri, PO Box 28243 Kansas City, MO 64188.

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POSTMASTER: Send address changes to:
MISSOURI BUSINESS WOMAN
BUSINESS WOMEN OF MISSOURI STATE OFFICE
PO Box 28243, Kansas City, MO 64188
816-333-6959 Phone/Fax

December Board Recap

By Jo Coleman, Missouri Business Woman Editor

Forty-six BWM members traveled to Springfield to meet, interact and to kick off the 2012 Holiday Season!

Festivities began on Friday night with treats provided by the Executive Committee. As the feast was cleared away, Mary Clark, Chillicothe BWM, served as auctioneer for the Foundation's Auction. "Look at me!" the auctioneer reminded members as she encouraged them to outbid their friends. Special assistants Claire and Mackenzie Broemmer displayed gifts, read clues and made deliveries to the winning bidders. The Foundation was the true winner collecting over \$1,085 for the scholarship fund.

Saturday's board meeting included Board Reports. Highlights from the reports included: Membership up to 397, and the announcement of three more reports brought the number to 400! Three Rivers BWM is leading with 19 new recruits since State Conference. Generations Taking Charge is fully functioning with a new program. Chair Carole Parson is setting a great example. She brought her daughter (Dana Shipps) and granddaughter (Lanea Parson) to the meeting. Connie McGinness also showed support for GTC by bringing her granddaughters: Shelby Jones and Amanda McGinness to the meeting.

Sandy Majchrzak, Membership Chair presented two new brochures that are available for recruiting. PDFs will be available on the website or by request from the state office: jo.mofedbpw@gmail.com. Sandy announced that she is also coordinating another new brochure, "The ABCs of Recruiting".

Sharon Mangan, Nominations chair announced that nominations for the office of Secretary will be accepted until 4 p.m., April 26, 2013. Pauline Gage, Domestic Violence Prevention Chair encouraged

locals to visit their local shelters either individually or as a club to ask what they can do to help the women cope with the Holiday Season. Pam Adams reminded members that getting out the vote is part of Issues Management.

Amy Bennett, Uniting with Military Women Chair, solicited volunteers to adopt our female soldiers. Sedalia, Joplin, Seneca, Three Rivers, Carthage, Maryville, Excelsior Springs and Columbia BWMs all volunteered to adopt the available soldiers.

Angie Moran and Lorraine Whittington, Legislative cochairs shared plans for the February Legislative Conference (Registration form is on Page 6 of this issue.) They also presented a skit of our Lame Duck Congress. Tammy Rinehart and Mary Clark portrayed the lame ducks.

Dianne Simon, Leadership Chair for 2013-2014 announced dates and locations for next year: She encourages members to "Save the Dates" for 2013-2014:

- August 2,3, 2013 for Leadership Conference to be held at the Sedalia Best Western.
- December 6,7, 2013 for December Board to be held in Columbia, hotel will be announced.
- February 21, 22, 2014 for Legislative Conference in Jefferson City.
- May 1-4, 2014 for State Conference at the Lodge of the Four Seasons.

President Megan announced that there will be Bylaws changes brought before the membership at State Conference. Watch your Spring MBW for details. She introduced speaker Elizabeth Guillebeau who gave a closing presentation of "Human Performance".

Pictured above from top to bottom:

1. Mackenzie and Claire Broemmer, daughters of President Megan served as auctioneer assistants for the auction.

2. Auctioneer Mary Clark visits with friend Vicki Silkwood, both of Chillicothe BWM.

3. Three Generations were present: Carole Parson PSP, center is flanked by her daughter Dana Shipps, right and granddaughter Lanea Parson, left. All are members of St. Joseph BWM.

4. Connie McGinness PSP, brought two granddaughters: Shelby Jones, left and Amanda McGinness, right, all of Maryville BWM.

5. GTC members pose for a photo. Left to right: Shelby Jones, Amanda McGinness and Lanea Parson.

6. Mary Clark and Tammy Rinehart illustrate how our Lame Duck Congress is doing their job!

7. Angie Moran and Lorraine Whittington narrate the Lame Duck skit.





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Generations Taking Charge Competition at State Conference

Submitted by Carole Parson, GTC chair

Calling all young women between the ages of 21 to 31 to participate in the Generations Taking Charge Competition. The competitors will be judged on a five (5) minute PowerPoint presentation, a personal interview and a 15 minute group interaction session. The competition will be held April 27 at the 2013 State Conference, at the Lodge of Four Seasons in Osage Beach.

Topics for the participants to choose from are:

1. Issues impacting women in your local community
2. Social Media as a communication tool
3. Changing technology that impacts Career Advancement
4. Finding your voice, developing your song regarding political issues

The deadline for applications is March 1, 2013. The application will be posted on the website www.businesswomenmo.org very soon.

Please encourage the young women in your local clubs and communities to participate. Please address any questions to Carole Parson, Generations Taking Charge Chair, 816-390-5214, caparson44@att.net.

Issues Management: Women Impacted the Vote

Submitted by Pam Adams, Issues Management chair

Please submit your President's Report that is due March 1, 2013. On that report, there is an Issues Management section and in that section you should report what your local club members did to get women to the polls in November.

According to national data, there were 43% more women that voted this election than four years ago. Male voting participation only increased by 12%. Missouri data showed that there were about 18% more women who voted than the last election.

Local Club News



Kennett BWM local club sporting their fancy new shirts is pictured with SE Regional Director Cathy Covington



Macon BWM snapped a photo of their local members at the NE Regional Conference. Pictured on the right of the front row is honorary member Neva who is 97 years young.

*Wishing You a
Merry Christmas
& a
Happy New Year*

**Happy Holiday Greetings from the
Joplin BWM Club.
May you have a safe and wonderful
coming year, happy with life's goodness and
blessed with the joys of the season
Sharron Sutton, President**

*Merry Christmas to all our BWM sisters
from the State Foundation.
We hope you have a wonderful holiday season
with family and friends.
We deeply appreciate your support
through the years.
We wish you good health, great happiness,
and much success in the new year!
The Foundation*

Holiday Greetings from the Executive Committee
*As you reflect fondly upon memories of years past, may you be filled with
the spirit of this holiday season.*

*Wishing you and your cherished ones the gift of peace, health, happiness
and prosperity in the coming New Year.*



*Megan Broemmer
President*

*Nancy Grey
President Elect*

*Sherry Jones
Vice President*

*LuAnn Irby
Secretary*

*Sharon Sutton
Treasurer*

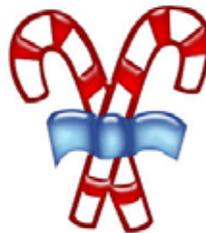


*We Wish You A Blessed & Merry Christmas
And
A Safe And Happy New Year*

Your Past State Presidents

*Enjoy the Holiday
Season
Avis Parman
PSP*

*Heartfelt Wishes for a Merry Christmas
and a Boutiful New Year*



Betty Beason PSP

*Merry Christmas
and Happy New Year
To you and yours from
Sand"I"
and
Sand"Y"*



*Wishing a Merry
Christmas and a Happy
New Year to all our BWM
friends across the state.
Excelsior Springs BWM*



Business Women of Missouri

Legislative Conference Jefferson City, MO

415 W McCarty Street, Jefferson City, MO 65101
Phone 573-1234 or 800 338-8088
Room Rate is \$77 + + (Approximately \$83)

February 22-23, 2013 Capital Plaza Hotel

Legislation Package is \$45
Package includes: Registration Fee
Meeting Materials, Friday evening
dinner, and Saturday lunch

Please list each person who will be attending and the amounts paid for each.
There are no refunds for cancellations after the registration deadline.

BWM rate is guaranteed through February 12, 2013

Registration Deadline – February 12, 2013

(Please add a \$5 late fee for registration after Feb. 12)

REGISTRATION FORM

| P S P | S T B D | M E M B E R | V I S I T O R | PLEASE TYPE OR PRINT LEGIBLY Use An X In The Appropriate Column To Indicate Registration Status | \$45 | TOTAL PAID |
|-------------|------------------|----------------------------|---------------------------------|---|--|---------------|
| | | | | NAME | Registration Fee includes materials, Fri. dinner Sat. lunch, | |
| | | | | | \$45 | |
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| | | | | TOTALS (Please add a \$5 late fee for registration after Feb. 12) | | |

Local Club _____

Contact Name _____

Phone Number _____ email Address _____

The Legislative Conference is being held at the Capital Hotel, in Jefferson City, MO.
Room rate is \$77.00 per night plus tax. Be sure to request the Business Women of Missouri Room Rate.
The Capital Hotel phone number is: 573-1234 or 800 338-8088

Mail completed registration form with payment enclosed (Make checks payable to BWM
Business Women of Missouri, PO Box 28243, Kansas City Mo 64188
OR use PayPal at www.businesswomenmo.org No PayPal after February 12, 2013.

For any questions or concerns please contact: Lorraine Whittington: jlorraine@cableone.net

NW Region Inspirational Breakfast Set for March 31

The Chillicothe and St. Joseph Clubs of the Northwest Region would like to invite all of you to our Inspirational Breakfast on March 31 at the Airport Hilton Inn in Kansas City. The time will be set soon. Mark your calendar NOW!

Call for Vendors for 2013 State Conference

If you know of someone who has been a vendor at State Conference or would like to have a booth at State Conference, please have that person contact Sheila Miller for more information.

816-223-7599

seabrzgsm@aol.com

Thank You

Thank you to all my BWM sisters for the contributions to the Foundation and sympathy in the celebration of my Mom's end of life on earth.

Vicki Silkwood, PSP

Business Women of Missouri Statement of Assets, Liabilities and Equity

Oct 31, 12

| | | |
|---|-------------------------|--|
| ASSETS | | |
| Current Assets | | |
| Checking/Savings | | |
| Chillicothe State Bank | | |
| Petty Cash | 250.00 | |
| 90th Anniversary CD | 10,187.23 | |
| Money Market | 9,313.05 | |
| Certificate of Deposit | 22,970.65 | |
| Savings | 1,769.58 | |
| Checking | 12,175.58 | |
| Total Chillicothe State Bank | <u>56,666.09</u> | |
| Total Checking/Savings | <u>56,666.09</u> | |
| Total Current Assets | <u>56,666.09</u> | |
| TOTAL ASSETS | <u>56,666.09</u> | |
| LIABILITIES & EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Other Current Liabilities | | |
| Payroll Tax Liability | 60.30 | |
| Total Other Current Liabilities | <u>60.30</u> | |
| Total Current Liabilities | <u>60.30</u> | |
| Total Liabilities | 60.30 | |
| Equity | | |
| Unrestricted Net Assets (Undistributed earnings of the corporation) | -240.31 | |
| Retained Earnings | 56,241.97 | |
| Net Income | 604.13 | |
| Total Equity | <u>56,605.79</u> | |
| TOTAL LIABILITIES & EQUITY | <u>56,666.09</u> | |

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Nominations For State Office

*Submitted by Sharon Mangan, Nominations Chair
and By Members of the Executive Committee*

Encourage your members to run for office for the new year of Missouri Business Women, 2013-2014.

All the information required is listed on pages 60, 61 and 62 of the manual. As stated, Elective Office should be endorsed by the Local Club. As members we should be encouraging our friends and those we identify as good leaders to run for office. There are also Appointive Board Positions that are volunteer positions. Consider volunteering for the positions by calling the President Elect. Look in the Manual for the job descriptions. Also, any Elected Officer or Appointed Chair would be glad to share with you the duties of their position. We have a wonderful organization and love to encourage more leaders. Take time now to think of those who would enjoy serving on the Board of Directors and give them a call!

The paperwork should be sent to Sharon Lee Mangan, 601 Sunrise, Strafford, MO. 65757. For Elective Office include a \$3.00 check from the Local Club that is endorsing the member. The deadline for Sharon to receive this information was November 15, 2012. Any questions please call Sharon at 417-736-9778.

If there are nominations from the floor, all of the information specified shall be submitted to the chair no later than 4:00 PM on the first day of the state conference so that eligibility may be determined. The following statements have been received from the current Executive Committee:

Serving on the Executive Committee for this wonderful organization has been an awesome experience. It is very rewarding to see women excel personally, professionally and politically. The support the EC leadership receives from everyone, especially the PSPs, is amazing. If you have a question about anything, you only have to ask one of them. I have had the opportunity to meet so many women across the state and form very special friendships that will last a lifetime.

Thank you for the opportunity to serve on the EC.

Megan Broemmer, President 2012-2013

Please give back to an organization that has given so much to all of its members!

Take a moment and consider what you can and will do for BWM, your sisters, your friends and your family.

I chose to serve on the EC because I believe in our organization and what it stands for.

BWM members are my sisters and they are there for me in good times and bad as I choose to be for them. It has made my life fuller and I have made many life long friendships. I have grown every year as an individual and as a leader and I hope I can give back to this great group of women in the years ahead.

Please consider stepping up and running for an EC position.

*Nancy Grey, President Elect 2012-2013
(660)287-0848*

For me, it was not enough to be a passive member of Business Women of Missouri. I chose to be active because I want to be part of something bigger than myself and I want to make a difference. By serving on the Executive Committee, I am in a position to realize those goals. The rewards I have reaped are numerous, from growth individually and professionally, to conquering the leadership challenges of this committee. It is a privilege and an honor to serve on the Executive Committee of the Business Women of Missouri.

Sherry Jones, Vice President 2012-2013

Being a very positive person, I enjoy serving on the EC with other positive-thinking women. The issues presented to the EC are often ones that require discussion, followed by recommendations to the members and to the Board of Directors. We have many members who have the skills necessary to help make decisions, and to bring growth and vision to our organization. I encourage all members who wonder if serving on the EC is right for them to turn to pages 60-62 in the Manual, pick a pen and say, "Yes, I will serve!"

*LuAnn Irby, Recording Secretary
2012-2013*

For me, it was to reach for a new star. I'm new on the Executive Committee this year. It has been exciting to be part of an organization whose goals are for women helping women. The encouragement that you received from others on the Executive committee and the Board of Directors is worth taking that step forward to serve.

I look forward to expanding my leadership goals by serving on the Executive Committee. It has been a privilege and honor to serve as Treasurer.

Step out and sign that Consent To Serve Form.

Sharron Sutton, Treasurer 2012-2013



BWM Members attending the NE Regional Conference. Thanks to Regional Director Brenda Clema for providing the photo.

10 GREAT REASONS TO BE A BUSINESS WOMEN OF MISSOURI MEMBER!

1**BECOME EMPOWERED**

Make a difference in the lives of women as we work together for equitable work environments. Belong to a recognized state organization whose legacy opens many doors.

6**BE VISIBLE**

Gain visibility and prominence in your community through involvement in local, region and state events. Meetings, newsletters and web sites provide opportunities to showcase and promote you and your business.

2**NETWORK**

Exchange ideas, explore business opportunities and share common goals with professional women at the community and state level.

7**SCHOLARSHIPS**

Be a part of a long history of women helping women shape the future of women's issues. Supporting BWM Foundation allows you to help other women upgrade their skills or return to the workplace while improving workplace equity and work-life effectiveness.

3**AWARENESS OF LEGISLATIVE ISSUES**

Stay informed of public policy and participate in the legislative process. Learn how to be a success advocate and lobby your representatives.

8**COMMUNITY INVOLVEMENT**

Get involved in local and state service projects such as Domestic Violence Shelters and Women in History.

4**CAREER ADVANCEMENT**

Participate in Individual Growth, Women taking Charge and other programs specifically designed to provide personal and professional development, growth and opportunities. Through seminars and workshops, members are provided with a vast array of opportunities to gain the skills to succeed and be successful.

9**PERSONAL CONNECTIONS**

Membership brings many rewards but the most lasting and meaningful are the life-long connections. BWM know how to have fun and improve the life of all women.

5**BECOME A LEADER**

Develop and hone leadership skills at the local and state levels with mentors to help you along the way. Become a recognized leader by getting involved in programs that benefit your community.

10**RESOURCES**

Members are informed of developing issues and organization activities through the electronic quarterly magazine (Missouri Business Woman), emails, links to other sites of interest as well as the Business Women of Missouri Website. (www.businesswomenmo.org)



JOIN BUSINESS WOMEN OF MISSOURI TODAY!

Contact our State Office at PO Box 28243, Kansas City, MO 64188
or join online at www.businesswomenmo.org

Membership Report: Tips for Recruiting and Retention

Submitted By Sandy Majchrzak, Membership/Retention Chair

How many voices have you added to your local this year? 2012-2013 Year is getting ready to go into the 2013 portion of our year. All of those goals we made for ourselves at Leadership Conference in August of 2012 are going to be counted in April of 2013. How are you doing? Have you recruited new members? Have you called previous, no longer active members to find out why they have not rejoined? Have you offered a member without transportation a ride to a meeting? Have you called a member who has not attended recently to find out why and invite her to an upcoming meeting? These are among the things we said we were going to do this year.

At this time, we have a total of 397 members this year with 47 new as of 10/31/12. Remember our goal of 788 members by 2015. Congratulations to Three Rivers leading our efforts with 40% or 19 new members of our total members so far this year and still counting! Only FOUR short months to April's Conference and Awards will be coming!!! Be sure to keep track of who sponsors new members so they will get credit at conference for their hard work in recruiting as well as work to increase our membership and retain our current members to increase our total membership for the year!

10 Tips to Increase Membership

Every club should have a good mix of membership strategies for retention and to increase growth. The start of a new year is a good time to evaluate your membership plan.

1. Exude a warm and welcoming attitude.

A warm and welcoming executive can translate into a warm and welcoming club. Your executive needs to take a pro-active approach in meeting and greeting potentially new members. The president, in fact, should stand at the door, and shake the hand of members and guests as they come in for your monthly meeting. It can be hard for people to walk into a roomful of people they don't know. Introduce yourself, take an interest in them, and introduce them to other members.

2. Make everything you do a "media event"!

Now that digital cameras are so easy to use, take a picture at all your events: your keynote speaker at the monthly meeting, your new member inductions, when you meet with your politician - and send it to your local newspapers. Newspapers, especially weeklies, are always looking for items of local interest.

3. Want to get the media more interested in what you're doing?

Invite a local journalist to speak at your meeting. When the club invited the assistant managing editor of the local newspaper, she not only spoke about her life in the media but also gave us tips for ways to get better media coverage. She also took the business cards of everyone there, and wrote profiles of several business owning members.

4. Get to know your members

Make sure your executive, including the Membership Secretary and her committee, makes a special effort to get to know each member by name. This can be a challenge, as your group grows, but it is essential. A member needs to feel that he or she is a valued part of the club, regardless of how much service or volunteers hours are contributed.

5. Set up a club website

People increasingly expect an organization to have a website. Online search has become the most common and easiest way to research an organization for more information. You want to ensure that you are not missing out on valuable exposure online. Setting up a club website is also a valuable resource to your members, who need to find timely club information quickly and easily. A web based system such as Club-

Runner makes it easy for your club to have a professional website in addition to communication tools, and is very affordable for non profits.

6. Get new members involved on committees and special projects.

Ensure that members are aware of what your committees are, and encourage them to get involved. A wide variety of skills and talents are needed to run a successful club, and everyone's contribution is needed. Use your club website to feature all the committees and what they do.

7. Have a membership contest!

Any member who brings in a new member during the year has their name put into a hat. The drawing is held in April, and the winner gets their membership dues for the coming year reduced by half! There can be various takes on this - maybe the member who brings in the most members during the year gets a free membership the following year. The key issue is that your membership grows as a result of a collaborative effort.

8. Send postcards to local businesses.

Use postcards as a promotional tool. If you see an article in your local newspaper about a new business or about a person who has a special appointment or achievement, send them a postcard with con-

gratulations and invite them to come to a meeting. Better yet, invite them to join the club. Many people might believe your club is exclusive and would find it a great honor.

9. Challenge every member to bring a friend to at least one meeting per month.

Ask one guest to provide a short comment toward the end of the meeting about what they thought about the meeting. This will give you a good indication whether they are a potential member. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest at the beginning of the meeting that these comments will be requested at the end so the guest is not caught off-guard.

10. Make use of other organizations in your community to "spread the word" about your club.

Service clubs, networking organizations, and professional associations are always looking for speakers. Most municipal councils are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your organization.

**Attention Board Members:
Please check your information as listed
and notify the State Office of any
corrections or changes needed.**

2012-2013 State Board Of Directors

Executive Committee

President : Megan Broemmer, 4907 E. FM RD 94, Springfield, MO 65803, h. 417-833-0832, b. 417-841-4110, mbroemmer@med-pay.com
President Elect: Nancy Grey, 836 LaGrand Av, Sedalia, MO 65301, h. 660-287-0848, nancy.grey@att.net
Vice President: Sherry Jones, 6259 N Mercier St., Kansas City, MO 64118, h. 816-505-0874 c. 816-695-0561, lifelessons16@yahoo.com
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State Office

Executive Administrator

& Editor, Missouri Business Woman (MBW):
Jo Coleman, PO Box 28243, Kansas City, MO 64188, b/fax 816-333-6959, jo.mofedbpw@gmail.com

Standing Committees

Bylaws: Velvet Fackeldey, PO Box 1667, Lebanon, MO 65536, 417-532-4847, bpwvelvet@yahoo.com

Finance: Sherry Jones, Vice President

BWM Foundation President: Betty Beason, 1703 Richmond Dr, Pleasant Hill, MO 64080, h. 816-540-2761, b. 816-540-3111, bjbeason@aol.com

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Domestic Violence Task Force: Pauline Gage 9362 Farm Road 2030, Monett, MO 65708, h. 417-669-6514, perilsofpauline63@gmail.com

Leadership Conference Chair 2012: Debra Biggs 2461 E. Wildwood Dr, Springfield, MO 65804 h. 417-887-6386, b.417-869-2121 dbiggs@nsozarks.org

Leadership Conference Chair 2013: Dianne Simon 17449 Brockman Ave, Cole Camp, MO 65325-2672, h. 660-668-2049, w. 660-826-4800, diannesimon@gmail.com

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 Tammy Rinehart, PO Box 548, Seneca, MO 64865, h. 417-291-5614, tkrinehart@hotmail.com

State Conference Co-Chairs 2014:

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 Stacy Purvis, 507 N. Main, Green Ridge, MO 65330-1005, h 660-527-3306, w. 660-826-2271, stacycp3@hotmail.com

State Conference Fund Raising 2013:

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Parliamentarian/Board of Directors Meetings:

Erica Carmean, 1420 College Av., Quincy, IL 62031 h. 217-224-4331, erica.carmean@blessinghealthsystem.org

Uniting With Military Women:

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Women's Health: Linda Breckle, 3805 Trinity Cir., Florissant, MO 63034-2066, h. 314-435-3232, w. 314-373-8931, lindaserra@yahoo.com

REGIONAL DIRECTORS 2012-2013 & REGIONAL DIRECTORS ELECT

Northwest Regional Director: Sandra Clay, 901 Saint Louis Ave., Excelsior Springs, MO 64024, 816-630-2475, mocityfabby@yahoo.com

Northwest Regional Director Elect: Linda Fisher, 69948 Sinkhole Rd., Sedalia, MO 65301-0077, h. 660-826-4371, memory_talk@hotmail.com

Northeast Regional Director: Brenda Clema, 32411 State Hwy PP, Macon, MO 63552, c 660-651-5830, h 660-395-287 bclema@ardentoutdoors.com

Northeast Regional Director Elect: Jana Suchland, 3911 W. Ely Rd., Hannibal, MO 63401-2858, h. 573-221-6186, suchland@adams.net

Southwest Regional Director: Cleo Westbay, PO Box 338, Carthage, MO 64836-0338, cwestbay@suddenlink.net

Southwest Regional Director Elect: Tammy Rinehart, PO Box 548, Seneca, MO 64865, h. 417-291-5614 tkrinehart@hotmail.com

Southeast Regional Director: Cathy Covington, 1777-box Dr., Saint Clair, MO 63077, 636-629-0993, angelgirlinblue86@hotmail.com

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Articles to be published in the MISSOURI BUSINESS WOMAN should be mailed to the State Office before the 10th of the month preceding publication date. All other BWM correspondence should be directed to specified officers listed above

The MISSOURI BUSINESS WOMAN is mailed to all BWM members upon payment of dues and to those who subscribe. Subscription price-\$2.00 per year.



**Business Women of Missouri
2013 Calendar of Events**

| | | |
|----------------|---|---|
| 2013 | | |
| February 1 | DEADLINE | Foundation Scholarship Applications |
| March 1 | DEADLINE | LC President's Annual Report to State Office |
| | DEADLINE | Mentoring Report to State Chair |
| | DEADLINE | State Foundation Report to BWM Foundation Treasurer |
| February 22-23 | Legislative Conference | Capitol Plaza, Jefferson City |
| March 30 | NW Inspirational Breakfast | Hilton Airport Inn, Kansas City |
| April (TBA) | Lobby Day with Missouri Women's Network | State Capitol, Jefferson City |
| April 25 | Executive Board Meeting | Lodge of Four Seasons, Osage Beach |
| April 26 | State Board Meeting | Lodge of Four Seasons, Osage Beach |
| April 26-28 | State Conference | Lodge of Four Seasons, Osage Beach |



**News from the Executive Committee:
BWM's Vice President
Sherry Jones will be married to Steve Rolen
on December 12, 2012. (12-12-12)
We are sure you all join us in wishing the happy couple
Congratulations!**

FIRST CLASS MAIL

Thank You to MBW Members for Support of the Foundation

By Betty J. Beason, president of Missouri BPW Foundation

Thank you to everyone who supported the Foundation's Annual Christmas Mystery Auction. A special thank you to Mary Clark, our re-found auctioneer and now - MBW member and always, a good friend. Mary made the auction fun and helped us to collect over \$1085 for the Hazel R. Kohring Women in Transition Scholarship Fund.

Thank you to those who brought unique gifts and creative clues to entice the bidders.

We are also grateful to those who made donations to the Foundation last weekend and throughout the year. Many of you are making donations to the Foundation as a means of remembering loved ones, honoring special events and people and other important occasions. We encourage you to keep on doing what you are doing to create the funds which allow us to award scholarships at the Spring Conference.

Now a couple of other matters to keep in mind. Be thinking about what you and your local club can contribute to the Silent Auction at the Conference. We need

quality items, something you like and would be willing to bid on. Bring those items to the conference. Then be prepared to shop for gifts for family and friends or for yourself.

I have a heart for scholarships because I could not have gone to college and earned my degrees without scholarships. I continue to support all scholarship programs because I know the value of helping others pursue and achieve their educational goals.

Finally, I ask for your assistance in spreading the word in your communities. Publicize information about our scholarship program. Tell the high school graduates, those who are changing careers and need financial assistance completing training to qualify for a career or to prepare for a new vocation. The Foundation Board will be releasing a sample Press Release that you can publish in your local newspapers. If you need it sooner, contact one of us to help you.