

## WBC MEETING MINUTES – June 9, 2011

**Introduction:** Meeting opened by Joani Walker, President, at 7:18AM.  
Minutes passed out by Kim Constantine – for corrections, e-mail [fvtoday.info@yahoo.com](mailto:fvtoday.info@yahoo.com).  
One-minute Introductions were given.  
The purpose of WBC is to: -Exchange client referrals. -Perfect business skills in warm, friendly environment. –  
Support women in business. –Exchange ideas on how to run a business: advertising, sales, marketing, etc.

**Guests:** Dr. Inna Bosh (dentist, Donna's guest)

**Unrepresented Absences:** Kim Austin, Angela Clitherow, Linda Hahn, Carol Kelly, Joanne Kelsey, Diana King, Lilly McBee, and Sara Ramirez.

Members (or representative) must attend 60% of WBC meetings (7 unrepresented absences per 12 months allowed)

**Speakers:** Dr. Mary (ophthalmologist) & Melissa (insurance).

### OLD BUSINESS:

1. Thank you to Kim D. for hosting the 6/4 event & a thank you to Donna for coordinating the food. Today Kim C. will collect the money from those of you on the losing team who couldn't make it that night.
2. Angela & Kim C. attended the 5/25 6-Chamber mixer at the Turnip Rose in Costa Mesa – great event.

### COMMITTEE REPORTS:

**Vice President:** (Birthdays, Leads, Quote of the day). Amber reminded everyone to please be sure to fill in the leads slips completely & be responsible with leads. Fill in the dates and name. If it's to or from a "Kim", be sure to include the initial. Write legibly, be sure to specify inside / outside lead, fill it out correctly, and be sure to fill in who the lead is from. An "inside lead" is between members & is when money is passed.

**Membership:** Maximum per bylaws is 35. Currently, there are 30 members. We have 5 more new member openings. The cost to join WBC is \$40, monthly dues are \$30. One breakfast will be paid for by WBC. Each member is able to attend the FV & HB Chambers of Commerce events each month.

**Publicity:** Please review e-mails sent out by Kim Austin for other upcoming events.

**Program:** The next speakers were not announced.

Every speaker provides \$20 gift for drawing from leads slips passed at that meeting.

Schedule planned only 3 months in advance, so new members have opportunity to speak within first year.

**Treasurer:** Not present. Breakfast includes only 1 beverage and water. You must pay for additional beverages & side orders.

Paula gave us some business marketing ideas to help increase revenue:

- Send birthday cards. -Create an e-mail base. Be sure to put the topic in the subject line.
- Promotional items are great (Like Dr. Mary's pens, a bag clip, etc). Diana does great printing!
- Holiday cards – do something that will stand out. Send them early. New Year's cards are a good idea.
- Removable plastic magnetic signs for your vehicle are great. The more you can get your name out there, the better.
- We're all hesitant to advertise/network when business is really good.
- Get up earlier. You can get more done – send out a newsletter blast.
- The subliminal message works well. They say it takes 4-6 contacts with a person.

(If you have some great ideas to help us in our businesses, call Joani and she'll let you speak. Joani mentioned texting has doubled her business – as people have easy access.

### NEW BUSINESS:

1. We have a guest today. Welcome! Please be sure to meet with Kim D. after the meeting.
2. Joani passed around a listing of upcoming FV events.
3. Joani inquired if anyone is close with a bingo. Kim C. has a confirmed double bingo.
4. There was a discussion about renewing our HB Chamber membership. E-mail Joani with your feedback & we'll discuss it more at the next meeting.
5. Joani will host a July mixer -- date TBD.

**Leads:** 39 Inside: 31 Outside: 8

**Door Prize Winner:** Gold Canyon Candle-Dr. Mary (to Paula) / Farmer's Ins. gift bag-Melissa (to Susan). Adjourned at 8:31AM.

**Quote of the day - Words to live by:**

"Good friends are like stars. You don't always see them, but you know they are always there".

**Website:** [www.wbcorangecounty.com](http://www.wbcorangecounty.com) – email Updates & Testimonials to the Webmaster.

**Webmaster:** Kim Constantine - [fvtoday.info@yahoo.com](mailto:fvtoday.info@yahoo.com)

**Directory Updates:** Anita Brace

### 2011 WBC Officers

**President:** Joani Walker

**Vice President:** Amber Field

**Treasurer:** Angela Clitherow

**Secretary:** Kim Constantine

**Program:** Cindy Sun

**Membership:** Kim DeBroux

**Publicity:** Kim Austin

**Sunshine:** Doris DeFraine

**Greeters:** Janice Hambley

Diana King