

JUNE 2014

# NEWSLETTER



[www.psn-nevada.com](http://www.psn-nevada.com)

RENO - CAPITOL CITY

Our mission is to attract the finest professional saleswomen, for the purpose of enhancing the profession of sales, furthering self-development and building a network of success-minded women, who share our commitment to charitable and educational service to our community.

## CONGRATULATIONS TO OUR 2014 SWOTY WINNERS!!!



### 2014 Saleswoman of the Year

**Kerry Eaton, CPA, Esq.**

Drinkwater Law Offices

PSN awards its first ever *Jr.* Saleswoman of the Year award to **Adysson Fuller**, owner of Addy's Hens, Spring Creek, Nevada. Adysson sold over 2400 boxes of Girl Scouts Cookies, and at the age of six, she understands the importance of relationship-building and community service! In addition to receiving the award, Adysson was presented with a lifetime honorary membership certificate by PSN President, Mary-Ann Andrews Merrett.

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## 2014 SWOTY Finalists



**Cynthia Bunt**  
American Family Insurance



**Kendra Kolvet**  
No. NV Veterans Resource Center



**Sarah Coolidge**  
CEOSpace International



**Starr Nixdorf**  
Paradise Salon Spa Wellness

Photos taken by Paula Leyba - The Image Gallery

## PRESIDENT'S MESSAGE

For months, you have been hearing SWOTY ... SWOTY ... SWOTY! Well, it's finally over (for this year anyway)! On May 13, PSN held its 27th annual fundraiser luncheon and it was a tremendous success. The food was great, the raffle and silent auction prizes were awesome and it was a lot of fun!

Join us at our networking luncheon on **June 10<sup>th</sup>** at the Peppermill from 11:30 to 1:00 as we award the proceeds to this year's charity recipient, Access to Community & Cultural Education Programs & Training. Rev. Glenn E. Taylor, Sr., CEO, and Gwen Taylor, Exec. Director, of ACCEPT will be in attendance to receive the award.

Don't miss the opportunity to meet our 2014 SWOTY, Kerry Eaton, CPA, ESQ., and hear her presentation. Kerry will share some "cool" stories about nonprofits and enlighten us on some critical issues all nonprofits should be aware of.

We are grateful to everyone who participated in making this event a success! Thank you to Joe Dutra of Kimmie Candy for his great keynote presentation, our photographer Paula Leyba of The Image Gallery, Keystone Quality Printing for



*Gwen Taylor, Executive Director of ACCEPT, wows the audience on May 13th*

printing our programs, Total Creative Solutions, the Sweet Adelines chorus, Girl Scouts of the Sierras, Marliza Louis and the Peppermill, and Sparks Florist.

A special thank you to all of our judges, sponsors, raffle and silent auction prize donors, the PSN Board, SWOTY Committee members and volunteers, including Bobbi McKinnon, Vickie DiMambro, Linda Lovie, Rita Shurtliff, Jacque Penn, Lorie Shaw, Carol Swanson, Starr Nixdorf, Bridget Evans, and O.C. Gilham (whom we honored as "Sales Man of the Year" or "SMOTY") for his hard work and dedication.

Also mark your calendar for PSN-Capitol City's luncheon on **June 12** at Sassafras Restaurant

Looking forward to seeing you soon!

Mary-Ann

### UPCOMING EVENTS

- June 10:** PSN Reno Monthly Networking Luncheon  
11:30 - 1:00 – Peppermill
- June 12:** PSN Capitol City Monthly Networking Luncheon  
11:30 - 1:00 - Sassafras Restaurant
- June 24:** PSN Board Meeting - Kimmie Candy Company  
525 Reactor Way, Reno
- July 8:** PSN Reno Monthly Networking Luncheon  
11:30 - 1:00 - Peppermill
- July 10:** PSN Capitol City Monthly Networking Luncheon  
11:30 - 1:00 - Sassafras Restaurant
- July 22:** PSN Board Meeting - Kimmie Candy Company  
525 Reactor Way, Reno



*Past years SWOTYs in attendance on May 13<sup>th</sup> were Alice Heiman –Alice Heiman LLC, B J North –Plumas Bank, Mary Wells –Concentra, Karen Vibe –Morgan Stanley, Karyn Jensen –Human Resource Connection, and Angie Fairbanks –Action Coach*

## CHARITABLE ORGANIZATIONS

Each month PSN raises funds from raffle donations for a charitable organization in our community.

### PSN RENO - JUNE CHARITY



STEP2 is a comprehensive substance abuse treatment program that provides women and their children, suffering from chemical addiction, poverty and domestic violence, the opportunity to rebuild their lives. The result is self-sufficient healthy families.

STEP2 is happy to boast a 63% success rate for our women battling addiction compared to the national average of 17%. People often wonder why women suffering from drug or alcohol addiction can't simply clean up, get a job, and get their lives back on track. To enter the STEP2 Program, call (775) 787-9411 for a screening to start the process. For individuals who do not qualify per licensure requirements, STEP2 will make appropriate referrals to other institutions that provide similar services.

Visit [www.step2reno.org](http://www.step2reno.org) to learn more about STEP2 or to make a donation.

### PSN CAPITOL CITY -JUNE CHARITY



FRIENDS IN SERVICE HELPING provides food, clothing, shelter and medical aid to the homeless and hungry within the community, with the objective to provide programs and referrals to families and individuals so they may become self-sufficient.

F.I.S.H. is more than a Thrift Store. For nearly 35 years, FISH has been helping families, children, veterans, the disabled and seniors become self-sufficient by offering a HAND UP rather than a HAND OUT...

In calendar year 2013, FISH served 19,142 persons. F.I.S.H. also serves as the NV Energy special assistance fund for Energy Grant program in Carson City. In 2011, FISH administered 301 grants for utility payments. FISH is formally known as The FISH Emergency Referral Services Program Inc.

Visit [www.nvfish.com](http://www.nvfish.com) or call 775-882-FISH to learn more about F.I.S.H. or to make a donation.

#### Stay Connected...



#### Quote of the Month

"All of our Dreams can come true if we have the courage to pursue them ." From Walt Disney

## KATHLEEN AUDET

GUEST SPEAKER

June 12<sup>th</sup> PSN Capitol City Networking Luncheon

### Are You Dressing the Real You? Making Sense of Your Personal Style to Reach Your Goals!

Kathleen is president and owner of Your Authentic Image. For more than 20 years, she has been studying color, design and image management. She began her business on the East Coast specializing in color analysis and makeup application for personal and corporate clients.

Eventually her consulting diversified to include clothes, closets, and stores with private clients and speaking for groups. Now based in Nevada, Kathleen works with women in northern Nevada, California, Chicago, Seattle and the East coast. Kathleen received formal image consulting training from the Conselle

Institute of Image Management. She is a member of Association of Image Consultants International (AICI) in the Mountain States Chapter, and currently studies with Image Consultant and Author, Ginger Burr.

Kathleen is married with three daughters and lives in Reno, Nevada

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Joseph Dutra, President & CEO of Kimmie Candy Company in Reno, enthusiastically presents keynote speech at May 13<sup>th</sup> SWOTY awards luncheon.

## PSN MEMBER NEWS

### New Wellness Evaluations

Certified Wellness Coach Monica Marcinko is now offering a wellness evaluation for only \$25 that includes your Body Fat Percentage, Height, Weight, BMI and Measurements, along with an explanation of what your numbers mean and your risk for disease. Your one-hour session will also include a plan of action to help you reach your goals.

Call Monica to set up your appointment in Carson City today at [775-283-8908](tel:775-283-8908)

### CARSON VALLEY DAYS – JUNE 13-14

**Soaps to Love** (Vickie DiMambro) and **Odyssey & Yve** (Mary-Ann Andrews Merrett) will be two of the many local vendors participating in this event on Saturday, June 14th!

If you would like to include an article or announcement in the PSN Newsletter, please submit your entries to Newsletter Editor Rita Shurtliff at [newsletterpsn@gmail.com](mailto:newsletterpsn@gmail.com) by the 20<sup>th</sup> of the month.

## STOP NETWORKING by Jeff Archibald

Here's the deal. Networking sucks and you're probably bad at it. I say that because I believe it too: I hate networking, and I'm bad at it. So I don't do it.

But that doesn't stop me from meeting new people, in a business setting, who sometimes refer projects to [my company] Paper Leaf. Wait a minute... *isn't that networking?* Not in my mind, and I'll explain to you why. But first a little story.

### Beer and Launching a New Business

A while ago, I was out for a pint with a girl (we'll call her Christy) who was looking to strike out on her own, into the legitimately terrifying world of freelance design. She had gotten my name from a friend in the industry, and wanted to pick my brain a bit about how we grew [my company] *Paper Leaf* from a two-person operation into (at the time of this writing) a five-person business whose revenue has doubled every year.

I absolutely love having these conversations, which happen every so often. I can talk business for days; I love hearing where people are coming from & what their plans are, and seeing if I can help them out. The beer doesn't hurt either.

Anyway, in this instance, Christy was an illustration-focused designer, aiming to build a client list in order to strike out on her own. However, she was having trouble finding clients and work, which is *sorrriit of required* if you want to not live on the streets desperately using your Moleskin notebook as a blanket. I mentioned to her a key point I always come back to instances like these—go meet people and get involved in your local design/ business community. The response from Christy was this:

*I've been out trying to network at all sorts of events. I meet people, I give them my card, and I even follow up reminding them to contact me if they need any work. But I never get any work from them.*

Seems like a totally logical thing, yeah? If you want business, you network. Networking means giving people your card and telling them what you do, right? No, it doesn't. It all comes back to

a key misunderstanding of the term "networking." Let me explain.

### THE PROBLEM WITH NETWORKING

Christy's approach above wasn't with ill intent or any of that. I used to do it too. The approach was just a little misguided, and it's the problem many people who struggle with "networking" have.

The problem? The general misunderstanding of "networking" as a selfish action. I give them my card. I follow up with them. I remind them that if they have work, contact **me**. That's a lot of "I" and "me." Where's the benefit to the person you're meeting? Unless they have an immediate, unmet need for the services you provide—which is a long shot—there is likely little benefit to their connection with you.

How many of you approach a networking event (man, I hate that term) with that sort of mindset? "I'm going to meet people who I might be able to get some business from", or "There will be a lot of potential business opportunities at this event," etc? That mindset is wrong. It's inherently selfish. *That's why your networking attempts are failing and fruitless.*

### Here's how to fix it.

#### STOP NETWORKING AND START HELPING

Stop thinking of your local business events as "networking opportunities" and start thinking of them as *opportunities to help people*. Be a giver, not a taker. Change your mindset from a selfish one to an unselfish one. It'll come back around, trust me.



If you can provide a benefit or helping hand to someone, they'll remember that down the road when they actually need your services. For example, who do you think the marketing manager will call when they need design services? Designer A who gave them his card

**STOP NETWORKING** (cont'd from page 5)

and talked about all the skills he has, or Designer B who asked the marketing manager about *their* business and then followed up with a helpful article / lead / web application that may be of interest to them?

My money's on Designer B, all other things equal. We refer a lot of business leads that aren't good matches for us to other agencies and freelancers, and we send them to the people who helped us out in the past. They *don't* go to the guy who wants to meet for coffee, then gives me an uninterrupted 20-minute-long sales pitch (yes, that's happened).

So stop aiming to generate business. Aim to understand and help people.

**HOW TO APPLY THIS MINDSET**

Let's bring our newfound mindset back to Christy and put it into practice. Old Christy's method went along like so:

Gear up for "networking"—an opportunity to drum up some business. Approach, say, an owner of an online marketing firm. Shake hands, swap cards, and talk about herself a bit. Then, a day or two later, she follows up with an email along the lines of "Don't forget about me—I can design things! Pay me money to do that!"

New Christy's method is more like this: Gear up for an opportunity to learn about other people's interests and challenges—don't even think of the word "networking." Approach the owner of the online marketing firm—introduce herself,

shake hands, ask for the owner's card, and then ask questions about *their* business and what *they* do (it sort of goes without saying that you need to be genuinely interested, but I hope you are—there's a lot of interesting stuff to learn out there).

Then, in a day or two, she follows up with an email with something actually helpful to the online marketing owner's business. Perhaps that's an article on lead conversion optimization she stumbled upon; maybe it's an eBook on managing employees her old boss swore by; maybe it's a potential lead that the online marketing firm is a better fit for. She repeats this last step here and there, and importantly, doesn't have any expectations from her actions.

**THE KEY TAKEAWAYS**

Meet people and look for ways you can help them. Understand their business, their pain points, and their challenges—keep them in mind. Then, when you come across a helpful article, eBook, application, referral, and so forth, send it to them. Don't expect anything back in return. Be genuine.

That's why I don't network. I try to meet and help people. If you genuinely do the same thing, the business will follow. Trust me.

*Jeff Archibald is co-founder of a design firm in Edmonton called Paper Leaf, an award-winning shop focused on brand identities, websites, and interfaces. If he's not learning, creating, speaking or herding cats, he's partaking in one of his many other loves: coffee, typography, whisky, cycling, and the mountains. +++*

**2013 –2014 BOARD MEMBERS**

President - Mary-Ann Andrews Merrett – [psnpresident@gmail.com](mailto:psnpresident@gmail.com)

Vice President - Bobbi McKinnon – [psnvicepresident@gmail.com](mailto:psnvicepresident@gmail.com)

Secretary – Linda Lovie – [psnsecretary@gmail.com](mailto:psnsecretary@gmail.com)

Treasurer – Vickie DiMambro – [psntreasurer@gmail.com](mailto:psntreasurer@gmail.com)

CC Director – Starr Nixdorf – [starr@paradisesalonspawellness.com](mailto:starr@paradisesalonspawellness.com)

**A Special Thank You for Hosting Our Monthly Meetings:**