



insideBPW

The Resource for Professional Business Women

Equal Pay Day - Wear Red!



Wear red for our September breakfast Meeting this month!

September 1st marks an important day in the gender wage gap which still stands at 17% nationally. What does this mean? Well it means that women have to work an extra 63 days from the end of the financial year to match what men earn in 365 days.

Read more about the amazing colour **RED** and what it stands for on page 3, courtesy of BPW member Joanne Vivian, RDV Colour Psych Consulting.

Next Breakfast Meeting

Friday, Sept 5th, 2011

6:30am for 6.45am start

@ the Morayfield Tavern

\$15 members - \$25 non-members

Includes full continental breakfast

Please Note:

Gluten Free Available



or via **Facebook**

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Pocket Books is an Equal Opportunity Employer

The firm of Pocket Books employs women and men on an equal basis - equal pay, equal commissions and equal benefits for women, and, eh, the men. The head office at Beerwah has 14 staff - ten 'belles' and four 'beaux', as well as Nevenka and Gerry, the owners. With flexible work arrangements, Pocket Books has helped many of them complete university or higher studies.

The staff have 18 children between them. The men, as well as the ladies, enjoy the flexibility of working for an understanding business especially when the kids have sports carnivals or need extra care. This caring environment helps Pocket Books to shape friendly and thoughtful business relationships with thousands of advertising customers, and hundreds of thousands of book users.

This translates into solid, reliable products, our books, full of information, which are the preferred phone directory for local goods and services in some 70% of Caboolture and district homes and businesses. Make sure your full information is also shown in Pocket Book.

Entries and advertisements are being arranged now for the Caboolture Pocket Book and for the North Lakes Deception Bay Pocket Book.

- Call 5439 0880 Today to organise your advertising with our local, knowledgeable staff.

(Some 250,000 Pocket Books are produced annually for Goondiwindi-Mungindi, Warwick-Stanthorpe, North Lakes Deception Bay, Caboolture Kilcoy Bribie Island, Beerwah-Maleny, Hervey Bay Maryborough, Gladstone-Biloela, and Bacchus Marsh in Vic.)

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PRESIDENTS REPORT



This month see's Equal Pay grace our calendar. We acknowledge equal pay day as a benchmark to continue our campaign to gain parity for women in the wages war.

When I speak to people about equal pay day, some tell me they have never experienced a disparity in the income that they actually do not believe there is an inequity, it's a woman's choice where they work and how much they get paid. There are many reports and statistics relating to the genuine disparity between incomes I would like to draw you to www.equalpayday.com.au you'll learn about such facts as:

- The average superannuation payout to a woman is projected to be \$150,000, that's half of the average payout to a man in 2010-11
- The 17.2% gender pay gap is a national average that opens up to over 30% in some industry sectors

It is important that as an organisation we support women in the workforce to raise the status of women in our community, to empower them to take hold of their career and move forward, offer them opportunities to further their personal and professional development.

This brings me to why we need an organisation like BPW, I have been asked why BPW is not open to men, and do we need an organisation just for women?

There is still a long way to go towards equality;

- 90% of domestic violence is committed by a man
- 94% of homeless women and children are homeless due to domestic violence

- Domestic Violence is still considered to be a women's issue, lack of accountability for the perpetrator
- Whilst women continue to be disadvantaged and unable to seek promotion in the workplace due to time off during child bearing
- Having to make a choice between career or family, limiting opportunities to have both
- When women continue to be the primary care providers in the family and engage in dual employment, working at their employment and then again in the home

It is a fact that women work better with women, and BPW is about em- powering women to make the difference.

We at Caboolture make that difference one woman at a time; we support women with personal, professional and political development so that we then can mentor other women to reach the goal of equality.

Kimberly James

SEPTEMBER BREAKFAST SPEAKERS

Your BIZ:
Karen Ahl -
Websta, Affordable
Websites

Speaker:
Carolyn Sullivan
- ALP



Your BIZ:
Gwen Taylor -
from Suncorp

Speaker:
Lisa France
- LNP

KEEN TO SPONSOR OUR NEXT NEWSLETTER?

Target your message and reach over 200 business women for only \$90. Sponsorship includes newsletter, website as well as promotional material on breakfast tables. Contact Amy Roche 0410 815 852 or Astrid Kuenne 0438 549 998 for further details.

NEWSLETTER BOOKINGS:

September	Pocket Books
October	Available
November	Available
Dec, Feb, Mar	All Booked



WHAT'S YOUR BIG IDEA?

A reminder from Mark Ryan MP to BPW & it's members that 3 million dollars up for grabs in the What's your big idea Queensland, grant. Each application can apply for up to \$50,000 to get their idea off the ground. Applications close soon!

The Queensland Government and the Australian Industry Group are offering small to medium sized Queensland businesses another opportunity to turn their big ideas into reality through



Round 2 of the What's your big idea Queensland? program. Winners will be selected by an external panel of judges from around the State.

Queensland businesses with and ABN and less than 200 employees are eligible to apply. See their website for full criteria and details.

“Up to \$50,000 to get your idea off the ground”

<http://www.bigideaqld.com.au/about>

THE COLOUR RED ...

What a great pick for this special day on the working woman's calendar.

RED is the colour of action and change. Those drawn to red are highly motivated and are often very successful in business. The use of black in the logo helps to balance out the fiery nature of red.



BLACK can also reflect will, which is needed in the ongoing battle of equal pay. So these colours are sending a very powerful message for this very powerful day.

Joanne Vivian - BPW Member
RDV Colour Psych Consulting



MEMBERSHIP RENEWALS ...

Ladies, please be aware that if you haven't renewed by September 1st, 2011 then your membership is now overdue!

If you are considering attending functions and meetings you will be expected to pay guest (non-member) prices. In addition you may lose your listing on our Networking Directory.

If you'd like to renew please contact Julianne Payne (Treasurer) on 0402 482 258 or email her at: treasurer@bpwcaboolture.com.au, or alternatively,

Deb Gubesch is now our VP Members and can also handle any questions you may have on 0409 597 405 or email: vpp@bpwcaboolture.com.au

NEW NAME BADGES AVAILABLE - SEE DEBBY GUBESCH

New Badges are now available in the new Club colours of mostly white with a thin purple and green line. (Jennifer Stimmler has just received hers so check it out at Breakfast!)

If you would like to order a new badge the cost is \$15.00 and Deb Gubesch will have a list to take names at Breakfast. Or, you can send Deb an email vpp@bpwcaboolture.com.au and she will organise it for you.



NETWORKING DIRECTORY - KEEP YOUR LISTING UP TO DATE

All BPW members have a FREE listing on the BPW website - under [Networking Directory](#).

Make sure potential clients can contact you or your business by [reviewing all your details](#) and confirming any changes required to Astrid on directory@bpwcaboolture.com.au.

[Review your details Now by clicking here!](#)

If you have any other queries regarding the Directory or the website please contact Astrid Kuenne on 0438 549 998.

THE LITTLE PRODUCTIVITY TIP OF A ZEN MASTER ...

written by Leo Babauta

A little while back I ran into a friend, Susan O'Connell (Zen Master and Vice President of the [San Francisco Zen Center](#)), and she did something old fashioned.

When I said we should have tea sometime, she immediately went to her bag and got out her paper calendar, and suggested we make a date right then. I said, "No, you're busy, we can set a date later."

She said she tries to only deal with something once. It's an old fashioned piece of productivity advice, and something that I've done in the past, but it works. Deal with something once. Do it now. Then it's off your mind, and you can fully focus on the next matter.

Do most of us do this? We might read a bunch of emails, and say, "I'll reply to those later. I'll decide later." We might see a bill or other piece of mail, and put it aside for later. We put off small decisions and tasks for later, and they pile up, weighing on us at the back of our minds, pulling on us until we collapse under the weight of "later".

Try dealing with it immediately.

If you open an email, make a decision on it immediately. Schedule the appointment in your calendar, reply, do a small task it requires, or if it takes too long, then you can put it on a to-do list — but avoid this if possible.

David Allen suggests a two minute rule: if the task can be done in less than two minutes, do it now. I suggest five minutes, even up to 10, as that means you have one less thing to worry about.

At any rate, archive the email once you've dealt with it, or delete it. You're done with that. Move to the next, and repeat. This applies to everything else: mail, paperwork, phone calls, requests from others. Deal with them immediately, or schedule a date to deal with it later if necessary.



When you are finished using something, put it away immediately and avoid a mess later. This is also how I keep clutter at bay. When you're cooking, wash the items as you go to avoid a huge kitchen mess.

When your child asks for attention, give it to her now. When your partner starts talking to you, put away the laptop, iPad or mobile device, and talk to him now.

What this means is that you deal with each thing in the moment, and then move to the next. Your mind isn't pulled in a million directions at once.

It's contrary to advice I've given before, because what it sometimes means is that you are often moving at the whim of other people's requests — what they think is important, not you. And this can be a problem. You don't want to just be reactive. I prefer to do what I think is important. But a balance can be struck. When you deal with email or other types of communication, do it now. When you decide to work on something important, clear everything else, shut down communication, and just focus on that one important task. Don't bounce around.

I've been doing this, mostly, ever since Susan reminded me of this little productivity trick, and it works beautifully. I'm not perfect — there are a couple tasks I've been putting off, mostly because I don't have the ability to do them immediately, but for the majority of things I've been pretty good at dealing with things now.

Try it, and practice throughout your day, and hopefully you'll find it works for you too.

FROM THE EDITOR



We are trying to make some changes to the functionality of the newsletter ladies, so bear with us as we get our feet wet in the new systems and roles for this year.

We are trying to make it as interactive and exciting as possible. If you have any great ideas - please send them our way!

We NEED PICTURES!

If you have a nice head shot, can you kindly email it to Astrid at directory@bpwcaboolture.com.au. We are gathering head shots for the directory so that eventually every member will

have a photograph next to their listing and we need your help.

In addition it's been suggested that we have a newly "added" section for *Member Achievements*. So I'm the guinea pig (how embarrassing).

If you have or know of a member with a recent achievement please send it our way so we can get it in the newsletter.

We are open to any feedback you have, so please forward those suggestions as to why you don't read or why you really like the BPW newsletter.

Many Thanks,

Amy Roche - Marketing & Media Officer BPW

BPW CABOOLTURE COMMITTEE - 2011-2012

President:	Kimberly James	Kings Fishery Caboolture
VPP (Policy):	Gloria Nicoll	Skilling Solutions Queensland
VPM (Membership):	Debby Gubesch	At Your Service Gourmet Catering
Secretary:	Laurene Coates	Jade Jewellers
Treasurer:	Julianne Payne	Arbonne
Marketing & Media Officer:	Amy Roche	The Good Guys
Assistant for Policy:	Michelle Halvorsen	Fiducian Financial Planners
Assistant for Membership:	Kellie Grunberger	Decor Linen
Assistant Secretary:	Vacant Position	If interested, please see Kimberly at meeting
Assistant Treasurer:	Joanne Vivian	RDV Colour Psych Consulting
Assistant Marketing:	Astrid Kuenne	Webnart - Website & Graphic Designer
Assistant Media:	Jennifer Stimmler	EPIC Employment
Young BPW:	Emma Clifford	Lember & Williams Lawyers
Keys to Achievement:	Amanda Coghlan	CBEC

A FEW NEW ADDITIONS TO THE FAMILY

BPW Caboolture would like to welcome its newest committee members: Gloria Nicoll to the Vice President of Policy, Laurene Coates upgrade from Assistant Secretary to Secretary and to Joanne Vivian to the Assistant Treasurer Roles, Thanks Ladies.

Thanks also to Amanda Coghlan for continuing the role of Keys to Achievement!

We look forward to a great year with this diverse group of women.



