

BPW INSIDE

BPW Caboolture AGM *New Faces & Vacancies*



Elections are always an exciting time and this year was no exception we had a number of both new and treasured faces on the ballot.

We still have 3 vacant positions including:

VPP - Vice President of Policy who organises speakers and guests for Club, chairs subcommittee relating to policy, acts as our Equal Pay Day representative with BPWA and provides a short VPP report at all meetings.

Our second vacant position is **Secretary**, they attend all general and business meetings take minutes, keep accurate records and distribute appropriately. Also responsible for collection of Club's mail and registering of all outgoing and incoming correspondence. Please keep in mind that there is already a Assistant Secretary elected; Laurene Coates from Jade Jewelers to help out.

Our third position is **Assistant Treasurer**, this position will assist and support the current Treasurer Julianne Payne.

If you are interested in any of the above vacant roles or if you have questions about these roles, please call Kimberly on 0430 051 785 by 4pm on Tuesday, August 2nd, 2011.

"New Faces & Vacancies" story continued on page 5

Next Breakfast Meeting

Friday, August 5th, 2011

6:30am start

@ the Morayfield Tavern

\$15 members - \$25 non-members

Includes full continental breakfast

Please Note: Gluten Free

Now Available

or via Facebook

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Jennifer Stimmler
Marketer

Newsletter Sponsor

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President's Report

Kimberly James

Welcome to our new Committee for 2011-12, it is great to see some new faces on the committee and wonderful to have some consistency and commitment from members who year after year put up their hand.



Last year the BPW Committee worked tirelessly to ensure that members felt welcome and could touch and feel the benefits of being a member of BPW Caboolture. This year we are working from the initiatives of last year and cementing them into place.

I would like to give my heartfelt thanks to the committee of last year, it was their commitment to the values of BPW that saw them take risks and invest time and money towards member benefits. The outcomes were successfully planned and attended workshops and events.

The new committee have big shoes to fill and I can see that they will and more. Thank you to all who put up their hands and committed to work with BPW Caboolture for the betterment of the club.

We still have a few vacancies on the committee so watch this space.

We have a big month coming up with our great guest speaker Anne Barry the first woman professional fire fighter in Australasia. It will be great to hear her story.

We are also co-branding with MBRC a breakfast with Jackie Furey, she is the director of bedrooms to boardrooms – her business specialises in assisting people to bring out the best in themselves and the people around them in love, life and work. She will be speaking on the 19th August (*see pg 4*).

I am looking forward to working with everyone this year to ensure the ongoing growth of BPW Caboolture and I look forward to sharing the journey with you.

August's Speaker!

Anne Barry

Anne Barry became the first woman professional firefighter in Australasia in 1981, but she had to struggle long and hard to achieve this goal. Her initial application was declined, so she took her case to the Equal Opportunities Commission, the Human Rights Commission and to members of Parliament before being accepted for the recruitment course. She passed with flying colours and went on to a distinguished career in the Fire Service for more than 20 years.



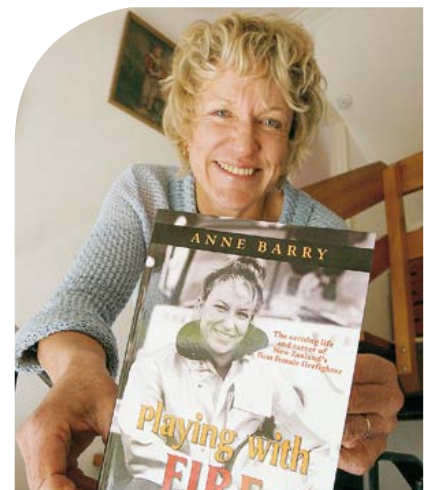
Anne Barry first applied to join the Fire Service in 1976 and was virtually laughed out of the recruitment office. She eventually took her case to the Human Rights Commission and five years later became one of the Commonwealth's first paid female firefighters.

But her battle for acceptance was far from over. The former west Aucklander had to convince her male colleagues she was up for the job. "I spent the first three years lifting anything heavy just to prove myself."

Anne and her husband John, who became a fireman a year before she first applied, are now touring the country promoting a book about her experiences.

It is called *Playing With Fire*.

Both have left the service and spent the past few years travelling around New Zealand and Australia in a bus.



Keen to sponsor our next Newsletter?

It's only \$90 and is sent to our entire network of over 200 business women. Contact Amy Roche 0410 815 852 or Astrid Kuenne 0438 549 998 for more details.

Four Proven Ways

...by Tim Grahl

to Increase Email Subscriptions for your business

Short of having customers spend money on your product or service, gaining access to their inboxes is one of the most important things you can do. Building a solid email list of leads is the best way to grow your business both off and online. Of course, the question becomes, “How do I get people to sign up?”

Judging by what most websites do, you might assume merely putting up a sign-up box for “news and updates” is all you have to do. Unfortunately, that is probably the worst option if you want people to actually sign up for your email list.

I have been testing email sign-up forms for several years on my site and my clients’ sites and have narrowed down the top five ways to get more people to sign up for your email list.

1. Robots vs. Humans

Make sure you put a human face to your email sign-up. And by that I mean literally publish a picture of the person who will be sending out the email. Doing so assures recipients that an actual human being is sending out the email.

I run a small company, but the email sign-up looked like it was coming from my company (even though I write every word). I added my picture to the sign-up, and my subscriptions went up 30% or so.

Nobody wants another corporate newsletter. They want to hear real stuff from a real human being, so assure them that is what you will be sending.

2. “What’s in it for me?”

I hate to burst your bubble but, nobody cares about you, your company, or your product—they care about themselves. It’s not malicious, it’s fact. Their lives are already slammed with plenty of noise and distraction. When did you last hear someone complain about not getting enough email?

You have to offer a compelling reason for people to sign up for your email list. The easiest way to do that is to offer a free report, e-book, or download that you send upon sign-up. That is a compelling reason for them to offer up their email addresses, and you are giving them a great bit of value for free.

I almost always see an increase of 50% or so in subscriptions when I do this for a client.

Ask the question “What’s in it for me?” And make sure you have a compelling answer.

3. Hit Them Over the Head With It

I contend that your email list is your most important marketing asset, so don’t hide the sign-up in the sidebar or bury it in the footer. Make sure the sign-up stands out in the design of your website. Make it hard to miss.



One of the best ways to do that is to use a popover as people are browsing the site. That alone will greatly increase your sign-ups. Darren Rowse covered this technique in a post a couple years ago that clearly outlined the advantages. It apparently netted him an 875% increase in subscriptions with no adverse effect on traffic.

Even if you don’t want to use a popover, make sure you have the sign-up form front and center on your website so people can’t miss it.

**BPW Events
Date Claimers**

**MBRC Event - pg 4
Friday, August 19th, 2011
Caboolture RSL**

**Your BIZ
September Breakfast
Friday, Sept 2nd, 2011
6.30am**

**BPW Christmas Party
Friday, Nov 18th, 2011**

**Professional Development
Series - Part 2
November 2011 (TBA)**

4. Wow Them With the First Email

We all know about the importance of in-person first impressions. It’s the same for your email list.

When people sign up, they should automatically be sent an email that introduces them to your newsletter. This has to be your best email. Offer great content and a preview of the amazing content they can look forward to in future emails.

The last thing you want is for someone to subscribe and immediately unsubscribe because your first email is terrible.

Wow people with your first email to immediately engage them for the long term.

You may already putting a ton of work into producing rock-solid email content, so don’t let your prospects miss out on it! Implement the ideas in this article, and you will immediately see an increase in email subscriptions.

Key Learning's

Professional Development Series



professional
development series
Taking Action Empowering Woman

For those unable to make our first Professional Development Series on Negotiation Skills with Sallyanne Atkinson - the night was a big success. We had a few hiccups with our email system, but despite that 62 women were in attendance both from our membership as well as a number of new faces in the room.

Sallyanne was not only a dynamic and very interesting speaker. She gave out a number of fantastic tips on the night which was backed up by examples and interesting anecdotes from throughout her career. Her years of experience in negotiation were as 'George' from Seinfeld once said "It's Gold Jerry Gold!"



▲ In this Photo: Joy Leishman, Debbie Rychvalsky, Kimberly James, Sallyanne Atkinson & Amy Roche

After the Series concluded we asked all the attendee's on the night to fill out a survey to gauge how we did on our first attempt. We were not only pleased with the positive results but received some really helpful information and learnings to use for upcoming Professional Development Series.

New Marketing & Media Officer, Amy Roche will present the survey results as well as some key learnings in a short presentation at our breakfast this Friday morning.

MBRC - Better Business Event

Moreton Bay Regional Council

Better Business Events

FROM BEDROOM TO BOARDROOM - IT IS ALL ABOUT PERFORMANCE!



Jackie Furey is the director of Bedrooms to Boardrooms - an organisation that specialises in bringing out the best in people and those around them.

Jackie is a national and international identity, psychotherapist, media personality and author.

Life is a performance.

Jackie Furey, a noted psychotherapist and author will explain the motivation behind our desire to achieve and reveal who we're actually performing for.

Jackie will share the secrets to lifting and maximising your personal and business performance to achieve your goals.

6.45 - 8.30am
Friday, 19 August 2011
Caboolture RSL
Cnr Beerburrum Road and Hasking Street, Caboolture
\$35 (includes hot breakfast).

Book online now, places are limited
www.moretonbay.qld.gov.au/business-events
For enquiries contact council on 3205 0555.

AUGUST



LANIER

QUT Caboolture campus

BPW Caboolture Committee 2011 - 2012

EXECUTIVE ROLES

President:	Kimberly James	Kings Fishery Caboolture
VPP (policy):	Temporarily Vacant	
VPM (membership):	Debby Gubesch	At Your Service Gourmet Catering
Secretary:	Temporarily Vacant	
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:	Laurene Coates	Jade Jewellers
Assistant Treasurer:	Temporarily Vacant	
Assistant Marketing:	Astrid Kuenne	Webnart - Website & Graphic Designer
Assistant Media:	Jennifer Stimmler	EPIC Employment
Young BPW:	Emma Clifford	Lember & Williams Lawyers

Back: Kellie Grunberger, Julianne Payne, Jennifer Stimmler, Emma Clifford, Janette Knight (withdrawn from position), Melisha Macey (withdrawn from position), Michelle Halvorsen, Laurene Coates & Astrid Kuenne

Front: Debby Gubesch, Kimberly James (President), Sharon Williams (withdrawn from position) & Amy Roche



AGM Change Over Dinner

Presentation of President's Award sponsored by Joy Leishman

Great night had by all who attended the BPW Caboolture AGM Change Over Dinner. Thanks to Edith Cuffe for being our guest and chairing the dinner. Congratulations Astrid on Achieving the Most Valuable Member as the President's Award.



"Thank you Kimberly for the very first President's Award and thank you to Joy for sponsoring this award. I will treasure this award forever. Love the vase, means my husband can now buy me flowers, just like the beautiful flowers I received on the night. Thank you"

Astrid



▲
Kimberly James,
Astrid Kuenne,
Joy Leishman



◀ In this Photo:
Ian & Carol Gray-Samuels, Astrid Kuenne, Kimberly James, Jenny Betteridge, Joy & Ron Leishman, Kellie Grunberger, Chris Kuenne, Rhonda Cockinos, Gary and Laurene Coates, Edith Cuffe