

Vars & Area Women Business Network

VAWBN

Newsletter

November / December 2014

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**No meeting highlights
of November 11. Meet-
ing was cancelled due
to Remembrance Day.**



The VAWBN held its annual Christmas part on Wednesday November 26 2014.

Photo by Renée Gendron

Saturday, December 13 - The Big Give

Penny-Lee Prevost

Decide how you or your family will make a difference,
Invite friends, families or colleagues to GIVE with you on Dec 13th

Think about what you have gratitude for or appreciation for.

Examples of ways we can GIVE a little:

- Collect some quality used winter clothing for a family in need
- Play some cards or sing at a local Care Home
- Gift Card for a family who has had a tough year.
- Bake cookies for the Fire Station Heroes.
- Provide ingredients to a family Christmas Dinner at a local food Charity
- Shovel a walk or driveway, clean snow off random cars.
- Donate games & system, VCR or DVD player with movies you don't use
- Sing songs and take some baking to the hospitals or clinics
- Take something special to your local librarian
- Donate healthy snacks or craft supplies to a local school
- Take goodies to your garbage man or business owners for their service
- Buy a small token to cause a chain reaction of paying it forward

<<<<<<Share your favorite 'something'>>>>>>

Meet with a circle of friends to participate in this event!

Saturday, December 13 - The Big Give

Penny-Lee Prevost

Continued



Image by Bing

Your gang can meet day or evening on December 13th.

I suggest gathering for a little pot-luck or hot chocolate before or after your event for celebration and fellowship.

When many GIVE a LITTLE, DEC 13th = a BIG GIVE!

There are no limits here. Participate as a staff, a family, with friends and unite have fun running around town spreading the BIG GIVE wherever you choose! Imagine what a great day it will be when we all come together!

Please post your community or group so we can see who's heading out on DEC 13th! Let the ideas begin!

Penny Lee Prevost,
Ottawa Chapter Coordinator.
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Tips for trade show booth displays

By Anne Warbuton

“You only have one chance to make a great first impression” according to Kathryn Wilson of Home Ready Home Staging. This great advice applies to trade show booths too.

Here are some tips to make your booth inviting and make that great first impression:

- ◆ Does your table cover go right to the floor, or can the public see all the stuff stored under the table. Which is more professional? Don't have a big enough table cloth? Use the same or a neutral colour underneath – let it go to the floor at the front and sides. You may need a couple of tablecloths for this. Then cover your table-top with your “business” cloth. Be sure the colour doesn't overshadow what you are selling.
- ◆ You don't have to put all your items for sale on the table. Keep some below – edit first, you can always pull something out when talking to a potential customer. If your table is too crowded, customers won't see what's available.
- ◆ Be sure to put out your business card, and any flyers/catalogues that people may take with them. Have prices available. Make it easy for people to do business with you. But don't force flyers onto people – they will probably just end up in the garbage and that's a waste of your money.
- ◆ Find out if there will be an electrical outlet close by. Adding a swing arm lamp can very much brighten up your area and allow you to focus on a specific part of your booth & table.

Tips for trade show booth displays

By Anne Warbuton

Continued



Image by Bing

- ◆ Height is important. Use varying heights on your table to add interest. If possible, make use of a wall behind you, or if there's no wall, add grids or height to your table. Many booths in gymnasiums end up with ugly parts of the wall – cover this if possible. Put large items at the back and small items upfront.
- ◆ If people show interest but don't buy, get their name and number or email. Follow up. Have a sheet they can sign to get onto your mailing list.
- ◆ Are you able to accept credit card payments, either through your company or by using a Square? Sometimes this can make a difference in capturing a sale. If you use a Square, be sure you can get cell phone access in the venue.

Tips for trade show booth displays

By Anne Warburton

- ◆ Include a live demo if possible. If not, then a digital photo frame, photos or photo book to demonstrate uses for your product can go a long way.

Advertising is everyone's responsibility, not just the organizers. Be sure to let your customers know about the show. Use emails and Facebook and other ways to spread the word.

- ◆ Have appropriate props available to let potential buyers feel good about making a purchase. Have a mirror handy if you sell jewellery or scarves or clothing. Make sure there is room for them to be at your table and that they don't feel they are taking up valuable hallway space. Let people enter your booth instead of being left standing at the side.
- ◆ Take a photograph of your booth, and of other booths. You'll be able to see if yours or others are too cluttered, and start to get ideas for your own set-up.
- ◆ Above all, smile and enjoy your day. A smiling face is always attractive to the visiting public.

Knowing what shows will work for your product takes some research and some testing. Find out from the organizers who typically attends a show you are considering. Are they within those who usually buy your products? Are there competing events being held the same day in your area? Is the cost to rent a table within your budget?

Anne Warburton

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Anne Warburton's career led her to work event management for 20+ years, organizing trade shows, customer seminars, awards ceremonies, sports competitions and, most recently, curating art shows and booth set-ups for art shows.

Gratitude is vital to leaders

Renée Gendron MA

A community bake sale, an office Christmas party, a large project that was falling behind, and many other situations are successful in large part by the quiet and often hidden actions of dedicated people. A community bake sale may be an all-volunteer effort but it's usually 1 or 2 people who show up first and leave last to make sure that everything goes smoothly. A large project may be failing to meet its milestones. Although everyone is paid staff and has a stake in seeing the project to success, 1 or a few of the project staff seem to go above and beyond their job description to see the project through.

Not everything goes exactly to plan. In many cases most of the work gets done and reasonable work-arounds were needed. It is at these moments that a leader acknowledges the work done by others. When you express gratitude, you're communicating with your team and colleagues that you recognise and appreciate their efforts. More to the point, you're building trust and strengthening relationships. This doesn't mean that hick-ups and setbacks are ignored and not discussed. Evaluations, ways forward and what can be done better next time are part of most projects. Rather, when you adopt a mindset of gratitude, you're building self-esteem and building people.

So the next time your team is in a pinch, focus on what is working and expressing to them how much you appreciate their efforts. And just watch them get reenergized.

Renée Gendron MA

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About the Vars and Area Women's Business Network

At its inception, the Vars and Area Women's Business Network included successful entrepreneurs who live in and around the Village of Vars, Ontario.

Our group has now grown to include a number of villages and towns; members are from Vars, Bourget, Carlsbad Springs, Curran, Edwards, Embrun, Greely, Hammond, Limoges, Metcalfe, Navan, Orleans, Osgoode, Ottawa, Rockland, Russell and more.

We represent a variety of businesses united by the Vars and Area Women's Business Network (VAWBN) to network and support each other in our business endeavours.

VAWBN was founded in 1998 by Julie Daoust and Susan McNeely.

We at the VAWBN look forward to meeting you!

Julie Daoust

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