

Renovating the Interior of Minnesota Business Women

Last year we laid the foundation of a new organization.

This year we take Minnesota Business Women to the next level.

This year's initiatives include:

An MBW toolkit for information sharing. Our members' first call for help.

- Do you want to know how to recruit younger members? Look in the toolkit!
- Need to know who to contact about a successful Girls Night Out? Check the toolkit!
- Have an idea to share? Fill out a form and have it posted in the toolkit!
- Interested in learning about a state or club office? Check the toolkit!

Strong financial position by increasing revenue and reducing costs.

- Improving the way we finance our magazine by offering non-member and member business owners an opportunity to advertise.
- A Professional Members Only directory. Members and non-members can keep track of each other's products and services. Ever buy a product from a person and lose the contact information? As an advertiser, do you want to run a coupon?
- Another opportunity for reducing cost is to ensure each event is self-supporting.
- Finally, fully automating the billing and payment update process will help our bottom line.

Let's celebrate our sisterhood always mindful that while we may have our differences but in the greater things of life we are one.

The last 60 days for me has been more like Cool Runnings. In the movie, everyone realized the Jamaicans were serious contenders after the second trial run. I believe this organization is a serious contender and our trial run is successfully completed. And, like the Jamaican bobsledders, we will continue to overcome obstacles and cross the finish line.

That is why I have chosen as my theme, "Cool Beginnings." With the talent the Executive Committee and Chairs bring to the table and working in conjunction with the clubs, we will cross the finish line and achieve our goals.

I look forward to serving you for 2010 – 2011.

Thank you.

Joy Reinhart,

President, Minnesota Business Women

2010-2011

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