



# The Kitsap Wave



A Newsletter for Port Orchard Business and Professional Women  
(Editor: Barbara Luddon, 360-373-0431, barbluddon@q.com)

**July-September 2011**

## Port Orchard BPW Officers 2011-2012

• President  
Wilma Eads  
(360) 871-2445

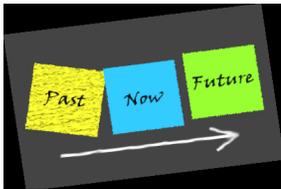
• Vice President

• Secretary  
Claudia Heckart  
(360) 275-1216

• Treasurer  
DeLona Kent  
(360) 871-0208

Website:  
[www.bpwportorchard.org](http://www.bpwportorchard.org)

State Website:  
[www.bpwwa.org](http://www.bpwwa.org)



**Business and Professional Women's Foundation** is creating successful workplaces by focusing on issues that impact women, families and employers. Successful Workplaces are those that embrace and practice diversity, equity and work life balance. BPW Foundation supports workforce development programs and workplace policies that recognize the diverse needs of working women, communities and business. BPW Foundation is a 501(c)(3) research and education organization.

**The Business and Professional Women's Foundation**  
1718 M Street  
Washington, D. C. 20006  
[www.bpwfoundation.org](http://www.bpwfoundation.org)



## Port Orchard BPW

**Wednesday,  
September 14, 2011  
5:30 PM**

**Lighthouse Restaurant**  
429 Bay, Port Orchard  
Order from the Menu

See President's Message below for meeting agenda, and contact DeLona Kent at 360-871-0208 for additional information or reservations.

## President's Message – "Joining Forces"...

Thank you for your vote of confidence as I begin my second term as President of the Port Orchard Business and Professional Women. Our theme this year is "**Joining Forces with Women of our Community.**" This theme gives us a broad umbrella to cover many areas. There are many things I want to share about our September 14th meeting.

Our September 14th meeting will be held at the Lighthouse Restaurant. We will start our year there and possibly meet in other places throughout the year. We really need a larger place so we can grow. **Member multiplication is the main goal this year.** We are expecting each member to bring in three more members. We also **need to find another major money maker** as we did not have the New Teachers' Breakfast.

Our September 14th meeting will be a meeting to socialize. We want to know about your summer activities and delights. I will be giving a short summary of "How to Succeed in Business without a Penis -- Secrets and Strategies for the Working Woman," by Karen Salmansohn. It is a funny yet informative book.

Our September 14th meeting will be a planning meeting for our October 19th held in the third week to be a part of National Business Woman's Week. **Richard LeMieux**, author of "Breakfast at

Sally's", will be our main speaker. He writes about his adventure and agony of being homeless in Bremerton. I laughed until I ached and cried until tears blinded my eyes as, I read his book. **Eldean Montgomery**, our new State President, will also be with us. What a compassionate and dear person she is.

Only by **joining forces** with each other can we fulfill our goals this year. What a pleasure, what a treasure to **join forces** with you,

--Wilma Eads



**Betty Marie Erdmann**  
Of Port Orchard  
Oct. 15, 1929 to  
Aug. 20, 2011

Marie Erdmann of Port Orchard died peacefully in her sleep on Saturday August 20. She was born on a farm in Spangle, WA, which led to her interest in food and health. After staying home to raise children, she taught for almost 20 years in the Campbell School District in CA. As the owner of her BioScience nutrition business, she was an active member of the community involved in Rotary, Helpline, Chamber of Commerce, Democrats as well as several business and networking groups.

Marie always said, having children was the most important thing in her life. She loved her family and friends. Surviving her are her 4 children: son Rodney Erdmann (Barbara) of Lafayette, California; daughters Lisa Shock (Will) of Hawaii, Ann Riner (Rob) of Poulsbo, Washington, and Margo Emau (Peter) of Mukilteo, Washington; 2 brothers Arnold (Alice) Clausen of Spangle, Washington; Robert (Melissa) Clausen of Woodinville, Washington 10 grandchildren; 2 great-grandchildren; and many beloved nieces, nephews and relatives and friends.

She was a generous person who will be missed. A memorial to celebrate her life is planned at the Bethel Grange 5998 Bethel Rd SE, on Saturday Sept 10th at 1 pm.

©2011 Scripps Newspaper Group — Online

(Editor's note: The preceding obituary appeared in the Sunday, August 28, 2011 edition of the **Kitsap Sun**, and was published online at [kitsapsun.com](http://kitsapsun.com). President Wilma prepared the following eulogy for Marie for presentation at the memorial service.)

## Betty Marie Erdman

1929-2011

Only One Marie

When I went to Ridgmont Rehabilitation to visit Marie, I stopped at the reception desk and asked what room was Marie's. "We do not have a Marie," they said. I explained how that I knew she was there and then I found about her real name "Betty." When I found Marie, she laughed and told me why she was really Marie. She said, "when I was in the fourth grade there were four Betty's in my class, so I took the name Marie."

Marie and I had many things in common. We were both Democrats. We both had been public school teachers. We both were past Presidents of the Port Orchard Business and Professional Women and we both had the same hairdresser. However, there was only one Marie.

Marie was an exemplary business woman. She exhibited successful business techniques and characteristics. First of all, BioScience was her passion. She did indeed lecture remedies at the drop of a symptom. Her gifts were from BioScience. Her conversations with graduating seniors or new teachers were BioScience. Secondly, she employed excellent business practices. Marie talked to inform. She had a new solution to an old medical problem. She motivated others to buy by warmth not war. She understood her client and she used her brain to solve the problem. She understood networking: Rotary, Library, Chamber of Commerce, Investment Club, etc.

Marie was an exemplary Port Orchard Business and Professional Woman. She attended meetings faithfully, helped with our New Teachers' Breakfast, wrapped gifts at Barnes and Noble. She often went with me when I awarded our Mildred Burford Scholarship at Laurels Night at South Kitsap High School. She

was President of our Port Orchard Business and Professional Women 2009-2010 year. She brought excellent speakers to our meetings that year including: Debbie Macomber, and Derek Kilmer. There was one speaker she could not seem to pin down and that was Delilah Rene, the famous Oprah of radio talk shows who lives in Port Orchard. She said I could find her at a meeting she had every Thursday at her Pavilion. I went to one of those meetings actually, prayer meetings, and have been going faithfully ever since. They have changed my life. Delilah Rene did speak at our POBPW last November.

Marie was not all business: she was an exemplary woman. She was intelligent, articulate and assertive. She was also kind, caring and big hearted. She generously gave of her time and money to causes for which she cared. She was unafraid in expressing conflicting ideas for the better of the group or organization. She was a respectful, doting wife. She loved her children and those dear grandchildren and loved to talk of their successes in school and life. Everyone knew Marie. She went everywhere doing good. When I visited her at the rehabilitation center and was about to leave, I asked her if I could pray for her. She smiled and said, "Well, I don't have very many connections in that department" and then she let me pray. There may have been a million Betty's in our world, but there was only one Marie.

Memorial Tribute Wilma Eads  
9/10/11

**Port Orchard, Washington  
Business and Professional  
Women  
Meeting Minutes  
Wednesday, June 08, 2011  
At the Lighthouse Restaurant in  
Port Orchard  
Attendance: 13**

**5:45 pm** – Networking and ordering dinner.

**6:00 pm** – Fire Chief Wayne Senter, from South Kitsap Fire and Rescue, stopped by with a report. They are down to 6 fire departments in the county. They wanted to consolidate with other districts, but that didn't happen. St. Anthony's hospital in Gig

Harbor has been a good thing for them as it takes less time to get the patients to the hospital. Several firemen didn't take their pay raises to help ease the budget. Several have retired; they hired 3 more people, 2 men and 1 woman. Manchester area is better served; EMS levee passed; new station installed. Minimum staff @ 19 for 73,000 pop.

**6:30** – Meeting called to order by President Wilma Eads; DeLona Kent led us in the Pledge of Allegiance. An Inspiration was given by Claudia Heckart. Introduction of Members followed our Scholarship speakers.

Our Scholarship Recipients and their mothers were able to join us: *Mature Woman Scholarship* was Lorrie Brown. She's working on a business transfer degree; wants to go on to more schooling; 4 year at Evergreen perhaps. *High School Recipient* was Kassandra Garcia, industrial design, and further college.

### REPORTS:

DeLona Kent gave the Treasurer's Report

Copies of the approved minutes were emailed to everyone by Secretary Claudia Heckart, and printed in the Wave. Approved as received.

Leslie Cole gave us a report on the conference speaker: Her notes are included at the end of the minutes report. President Wilma Eads expressed her appreciation for all the work that went into preparing for State Conference. The State President gave the Port Orchard Local an award and a certificate of appreciation for our work on the State Conference.

### NEW BUSINESS:

Chairs appointed by President Wilma Eads:

Membership Chair – **Leslie Cole**  
Program Co-Chairs – **Toni McBride**  
and **Sue Server**

Foundation/PAC/Legislation/By-laws Chair – **Barbara Luddon**

Sunshine Chair – **Mary Asplin**

Scholarship Chair – **Marcia**

**Loraditch**

New Teachers' Breakfast (uncertain this year) – **Marcia Loraditch**

A Planning Meeting is scheduled for July 13, 2011 at DeLona Kent's house; 5:00 pm, potluck. All officers

should attend, and anyone else who can make it.

Collect was said by all. Meeting was adjourned at 7:40 pm.

Respectfully Submitted by Claudia Heckart, Secretary

**Notes by Leslie Cole,  
May 14, 2011,  
WA State Business & Professional  
Women's Conference:**

**Topic: Building Your Professional  
Value presented by Chris Flett  
(website [www.ghostceo.com](http://www.ghostceo.com)) -**

Ten Best Practices on building your professional value that was shared.

1. Flight Plan - "Where is the plane going to land?"

- Need to have goals with measurable outcomes with accountability.
- Create yearly goals in December, monthly goals at end of each month, and weekly goals on Sunday evening.
- Take planning seriously
- If you can't measure your goals then you can't manage it
- Keep a book list and read a book a week

2. Fundamental centered around 3 Pillars

a) Reputation: What are you known for? What is it & What do you want to be? Men have a honor code "give you my word"; women don't toot their own horn.

b) Specialized Skill Set: increase value of your skill set! Don't minimize your skills set. Every person has over 20 specialized skills - pick out your 5 best skills and transfer into professional value.

- How many in your professional network?
- How many would you drive across the country to see?
- Should have 30 contacts within your network - centers of influence, collect names.

c) Building a network of people: How do you build a network of people? He puts business cards in the centers of the tables of his audience - share it and give them one free favor - a way to serve the people in your network.

3. Every month need to get a new professional tool!

- Have to do something to get another tool in your toolbox

- Extend out to the younger generation with your experienced skill set - you have the tools to share; connect them with your experience; don't have to pay your dues since you have the experience

4. Ask for what you want versus what you can get!

5. Consider your language & Judgments:

Avoid gossiping; Everyone can be an asshole but find the good in them - "always look for the good". Give the person 2 minutes to look for the good.

6. Be a King or Queen Maker

- "My boss always takes credit for my work" - throttle up and then throttle back if not getting credit
- Ensure that people are receptive to you

7. How Many are you two-faced? It's a good thing - you have a public and private face!

- Taking things personal - don't show your private side
- Women accept to roll over on an issue
- "De-thrown Him" - when you have a problem with someone do you need to make them wrong so you are right?

8. Being Assertive in Professional Life

- 3 types of women:
  - Aggressive, like Darth Vader
  - Passive
  - Powerful assertive "This is what I want"
- Have to be clear on what you want

9. Don't take things personally - but smile! People don't desire to see us take things personally.

10. Take your responsibility seriously - ability to respond:

- Buck must stop with you if you have control
- Don't have responsibility for things outside of your control

**Topic: Growing Your Business -  
Chris Flett's All Star List - 5 main  
tools**

1. Getting Clear on what you do:

- Not just a title - designer, engineer, etc.
  - Don't let the Market Ignore you.
- The answers to the following three questions need to be specific and

clear; and have to have an emotional connections to your market!

- What do I do?
- Why does it matter?
- Who cares? "Everyone should care" means no one cares.

2. Nitch Market: Choose three nitch (French for "a piece") markets that are big enough to grow over time and small enough to handle.

- Will produce
- Slow to produce
- Dog meat - not producing
- After 3 months then replace the market
- Keep nitches down to small narrow focus
- Find a "watering hole" where people gather, example - professional organizational meetings

3. Planning with measurable Goals - Yearly, Monthly, Weekly: If you are self employed, bring in salary X 2.3 factor - opportunity you bring in for making money.

4. Art of Thank You

- Use "old school" thank you - hand write a thank you card!
- Makes a wonderful impression and one minute that will make a marketable effect
- Shows appreciation of your market

5. Avoid Pitfalls:

a. When you are making good money, don't say things are "good enough", that is a loser statement.

b. Excuses are for losers - "no one is buying training" - that's an excuse!

c. Double Dutch - push syndrome - best time to put in place something is tomorrow - single most issue with not getting ahead.

d. Try a little bit of everything - no only chose 3 (2 too few, 4 too many) things to market your business. Top three are business cards, service package and website.

e. Head in the sand - don't do this when things aren't going okay - go figure it out!



**9-11 Patriot Day**



Barbara Luddon  
 165 NW Alta Drive  
 Bremerton, WA 98310



**2011**

- September 5 Labor Day
- September 11 Patriot Day; Grandparent's Day
- September 14 Port Orchard BPW meeting
- October 1 BPW/WA Fall Board, YWCA  
Family Village, Issaquah
- October 17-22 National Business Women's Week
- October 19 Port Orchard BPW meeting

**2012**

- January 30 Lobby Day, Olympia
- April 20 Equal Pay Day
- May 18-20 BPW/WA State Conference

**POLLING PLACE**



**August 26, 1920  
 Women's Suffrage Won**

