



The Northwest Women's Network is a freestanding organization established almost 20 years ago to enhance the efforts of women in business. Over the years it has been a source of both professional and personal support for a diverse group of entrepreneurs and enterprises.

The objective of the Northwest Women's Network is to establish an effective referral system through the exchange of leads and networking information; to encourage referrals to local community businesses; and to promote high standards of business professionalism and integrity.

Any woman engaged in a business or profession may apply for membership in the Northwest Women's Network. Our group is category exclusive, so only one representative for each business type is admitted for membership. Weekly meetings are held each Wednesday morning at 7:30 a.m. at the Black Bear Diner, 6039 West Bell Road in Glendale, Arizona.

If you are interested in learning more about the Northwest Women's Network, please see contact information at the bottom of this page.

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A Few Words About Marketing

Jody Serey

A few decades ago, Marketing Warfare by Al Ries and Jack Trout was one of the must-reads of the 1980s. It described business in terms laden with enough violence and hostility to satisfy even the most barbaric blood lust. Historic battles and body counts served as the introduction to the main text. Terms like "attack," "crush," "battle", "annihilate," and "destroy" peppered every page.

Has marketing changed now that we're comfortably into the next millennium? The language certainly has. There is more talk of "testing" and "positioning" than "maiming" and "killing." However for the most part, the

purpose of marketing has not flickered an eyelash. Just what is marketing? In simple terms, marketing is the total effort expended to get customers to buy what you have to sell. It's what you do to make a living. The motive for all this activity is the same one that dragged our prehistoric ancestor out of his cave ages ago with his club over his shoulder to go in search of a bigger and better woolly mammoth.

As members of one community in a whole country of communities propelled by the free enterprise system, you have access to an immense variety of promotional options. You must market to stay in business, and you

should probably advertise. Simple is often sensational.

After you've determined who, what, and where your market is, don't leap into advertising before you look at what others are doing. Study the medium you are considering – online, social media, print, digital, broadcast, outdoor display, etc. -- and analyze what works, and what doesn't.

Like real estate, the value of advertising is often location, location, location. A recent look at a local newspaper turned up two ads in tandem. One headline read "Turn to Us For All Your Plumbing Needs." The other said, "Prostate Trouble Can Be Cured Without Surgery."

General Douglas MacArthur distributed throughout occupied territories pencils inscribed with the slogan "I shall return."

Book bags were the first item imprinted with an advertising logo, thus launching the promotional products industry in the 1880.

In 1945 the ballpoint pen was invented and instantly became the biggest selling promotional product of all time.

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Arizona is a right-to-work state. The law states no person shall be denied the opportunity to obtain or retain employment because of non-membership in a labor organization.



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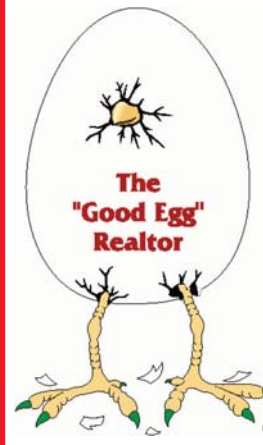
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The Subject Was Roses
Women prefer pastel
colored roses. Men
prefer red.

"Right size." This is a
layoff made to sound
different than what it is -
- a trip to the
unemployment office.

"Synergy." It was an
intriguing term for about
a week long ago. 'S-
enough already.

"World class." These
two words have been
applied to everything
from fine hotels to
exterminating services.
It is not known if there is
a higher classification of
"galaxy class," or a
downgrade to "continent
class."

"Low hanging fruit." It
just sounds nasty.



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Sign Language

Jody Serey
We live in an age of
communication -- way
too much
communication. We are
barraged with
information configured
in every conceivable
format, from the simple
to the sublime. Yet
despite our frantic
efforts to communicate,
we may not be
comprehending.
I recently found myself
on a two-lane road in the
rural outskirts of town.
As I approached a little
house, my attention was
drawn to a sign. Hand
lettered in drippy black
paint on a piece of
plywood and propped up
by the driveway, it read:
PIGLETS AND POP.



Of course I had to stop
to inspect the inventory.
As I parked my car, the
door to the house
opened and a very old
man made his way
towards me.

"Can I help you?" he
asked.
"I was wondering
about your sign," I said.
"Made it myself," he
said
"Yes, indeed. I mean I
was wondering about
what you have for sale."
"Piglets and pop."
"Yes, piglets and pop.

That's a very unusual
combination," I
commented.
The man turned and
looked me in the eye.
"That's what I've got.
Piglets and pop."
"Can you tell me how
you arrived at your
selection?" I asked.
The old man breathed in
a long sigh, and thought
a moment. Then he said,
"Well, I bought some
cases of pop at the
scratch and dent
warehouse. Set up a
table and put the cans in
a cooler. Fifty cents
apiece. Then some guy
gave my granddaughter
one of those Vietnam
pigs."
"A Vietnamese
potbellied pig?"

"She was
potbellied all right.
She was pregnant.
So then I had
piglets. Decided to
sell them, too, since
I already had my
lawn chair set up by
the table. I just had
one piece of
plywood for a sign."

He hadn't put up a sign
touting "refreshing
carbonated beverages"
and "adorable miniature
cloven-hoofed porcine
pets."

He couldn't. He had only
one piece of plywood --
just enough to let him
say what he had for sale:
piglets and pop.
I couldn't resist asking a
final question. "How's
business?"
"Not bad," he said. "I
sold two piglets already.
And I'm all out of lemon
lime."

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110,000. Blond hair:
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