

# voice



A monthly publication  
for members of  
Lake Communicators  
**May, 2005**

## what's up!

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## Phil Stella: Power Self-Marketing

**L**ake Communicators' member, **Phil Stella**, a veteran with over 25 years in the communications and training fields, will be our featured speaker on May 11th.

Phil works as a trainer, speaker, consultant and coach, making people feel more competent, credible and comfortable when they network, present or write.

His presentation, "Power Self-Marketing" is aimed at entrepreneurs, sales professionals, consultants or corporate managers. This talk will emphasize how you may enhance your own positive image or that of your employer, through simple, no cost, low time strategies. Some of these strategies include the Power of the Pen,

the Power of the Platform and the Power of the Pro Bono.

Prior to starting Effective Training & Communications in 1990, Phil managed corporate communications and management training at Progressive Insurance. His other credentials include management and production expertise in both instructional and commercial television, and teaching assignments at the college and high school levels. He earned both an MS and BS (cum laude) in Communications from the University of Illinois.

Reservations are required by Friday, May 6th by calling **Diana Lewis** at 255-8932 or email **Shirley Wolfe** at wolfeshirley@yahoo.com. ■

## Networking After-Hours set for May 31st

**M**ark your calendars. Tuesday, May 31st: Lake Communicators will host its very first After-Hours Networking get-together. Mark your calendars now for a relaxing and profitable evening of networking! The event on May 31st is open to the public. This networking gathering will enable both Lake Communicators' members and non-members to interact and form new business connections. The event will be held from 5:30 to 7:00 p.m. at the Blue Tip Grille, located at 8500

Station Street in Mentor.

In an effort to provide more benefits to our members, Lake Communicators is making this event FREE for all members! Come, bring your literature or display materials and get ready to do some business and have some fun!

The event also is open to non-members, at a cost of \$7 per person. Hors d'oeuvres will be provided, along with a cash bar. RSVP by Thursday, May 26th to **Diana Lewis** at 255-8932 or email **Shirley Wolfe** at wolfeshirley@yahoo.com. ■

## April Meeting Recap...

At our April 13th meeting, Dr. Kathy Whan-Marko reviewed the basics of introducing yourself, which include: make eye contact, extend your hand, smile, and speak loudly enough and slowly enough so that your words may be heard and understood.

Dr. Marko also introduced our group to a second level of the Introduction, that is the Content Level. Be sure to say enough in your introduction to peak the interest of the other person. Remember, that when you meet someone for the first time you want to be able to convey a benefit and a value. Be prepared to give a two to three sentence basic message in your introduction that explains who you are and what it is that you do.

If you are unable to speak extemporaneously, prepare your words in advance. Try them out on your friends and tweak the words until you find just the right way to introduce yourself.

Here are some of Dr. Marko's Do's and Don'ts to help you assess your Introduction:

1. Avoid technical terms. Use terms that a lay person would understand.
2. Avoid jargon or terminology you use within your field that others outside of your area may not grasp.

3. Don't ramble; yet, at the same time, don't be too brief, either.
4. Include what benefit, value or result that you or your company will produce. How are you valuable?
5. Try to include what makes you exceptional or different from others who provide the same service, product, etc.
6. Think about whether you want to say what you do at the beginning of your introduction or whether it might be better to give that information at the end.
7. Express passion or enthusiasm for what you do.

Finally, find the words that you love to say, and practice saying them so that when that person you have been wanting to talk to steps up to you, your message will come out with enthusiasm and clarity, and your first impression will be a positive one.

NOTE: Many thanks to Sherri Trivisonno for providing some last minute prizes. The big winners were Barbara Wiget, Tom Ruffner, April Majni, Kathie Pohl and Bob Barbian and his guest, Rebecca. ■

*Thank you to Kathie Pohl for submitting the Recap.*



*voice* is a monthly newsletter produced by Lake Communicators, a Lake County-based organization for those in the marketing communications fields. We promote and encourage responsible, creative, professional advertising, public relations and marketing efforts, as well as provide opportunity for the professional betterment of members.

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Mentor, Ohio 44061-1344

For information, call 440-392-9307

Website: [www.lakecommunicators.com](http://www.lakecommunicators.com)

Board of Director Meetings are held the Friday preceding the membership meeting at 8:30 a.m. at Comfort Inn on Rt. 615 in Mentor.

*"Nonwriters think of writing as a matter of tinkering, touching up, making presentable, but writers know it is central to the act of discovering."*

— Don Murray



## Lake Communicators

An organization of marketing professionals.

### 2005 Board of Directors

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##### Student Scholarship

Holly Menzie 440-375-7252  
Lake Erie College

## April Board Meeting Notes...

### Committee Reports:

**Membership:** First Networking night set for May 31st at Blue Tip Grille. Members encouraged to bring information about their business.

Members free. Guests pay \$7.

**Programs:** Still accepting reservations for the Captains' game. We may schedule the October membership meeting to coincide with the APEX awards.

**Internal Communications:** Membership directory will be out by May and will still be the 8-1/2 x11 format. We will start the new format of the directory next year.

**Scholarship:** The scholarship packets went out and the deadline was changed to 4/30.

**Apex:** Annemarie is still working on the date for

Apex. She also handed out a planning document.

**Marketing:** McKinney Advertising is helping on promotion in *The Plain Dealer*. There has been more publicity generated because of this.

**Old Business:** Leadership Lake County logo competition. Kathie will bring logo design packet to the general membership meeting to see which members are interested in participating. Participants will only be designing the logo with the option to work with the Family Planning Association to develop more marketing tools. Deadline June 1.

**New Business:** Annemarie requested that an alternate Lake Communicator member be available to go to Northeast Ohio Communications Association (NOCA) meetings.



Barbara Ann Wiget

## Member Moment...

**B**arbara Ann Wiget, Director of Resource Development, Big Brothers/Big Sisters, Phone: 440-352-2526. Just three weeks after arriving in Mentor (May 2003), Barbara attended a Lake Communicators' meeting. At the meeting, she met someone from Big Brothers/Big Sisters of Northeast Ohio and began volunteering. Six months later, Barbara accepted the position as Director of Resource Development. What does she do in her position? Barbara develops resources and friends of organization to support programs that match children with a

positive role model or mentor. These mentors are called "BIGs"; the children (littles) call them Heroes.

Want to be spotlighted in the Lake Communicators' Member Moment? All you need to do is look at your calendar, pick a meeting where you are able to cover the registration table (be there about 11:15 a.m.) and contact **Shirley Wolfe** at wolfeshirley@yahoo.com or 440-946-9919. Shirley is looking for one or two people to handle the table for our August meeting. Please give her a call. Thank you. ■

## what's happening...

**Finding the Next Job:** May 14th from 8:30 a.m. - 11:30 a.m., Plain Dealer Conference Center, 1801 Superior Ave., Cleveland, with Marge Frazer, Recruitment and Development Editor at The Plain Dealer, and a panel of journalists. SPJ members \$25, non-members \$30, students \$20.

To register, call Tom Moore at 440-333-7382 or e-mail tmoore56@msn.com.

**Deepening your Craft:** May 17 & 24, Cleveland SPJ board member John Ettorre is leading a class at the Poets & Writers League of Greater Cleveland's literary center that writers of

all persuasions might want to be part of.. Whether you're a beginning, intermediate or veteran writer, you can always and should always be improving your craft. In this two-evening session, learn how non-fiction writers can set their sights higher and continue to grow in their writing and mature as a writer. Especially designed for journalism, literary journalism, essay writing, memoirs and non-fiction writers. Meets two Tuesdays, May 17 & 24, from 7-9:00 p.m. PWLGC members \$48/non-members \$54. www.pwlgc.com.

Information from *The Writer's Week*. ■



**Lake Communicators**  
P.O. Box 1344  
Mentor, Ohio 44061-1344

**May 11 Luncheon Speaker:**

**Phil Stella**  
**Trainer, speaker, consultant**  
**and coach**

**Topic: Power Self-Marketing**

Phil will explain how to enhance your own positive image or that of your employer, through simple, no cost, low time strategies.

**RSVP deadline: May 6th.**



**Lake Communicators**

An organization of marketing professionals.

**Upcoming Speakers/Programs:**

**June 15 (Note: 3rd Wed.)**

**Video Production**

Field trip to Adelphia Studios in Cleveland  
(12:50-3:05 pm)

**July 22, Friday Night Outing**

**Captains' Game**

Reservations a must. Call Skip Trobetti.  
\$5 includes tour. (No regular July meeting)

**August 10**

**TBA (7:45 Breakfast Meeting)**

[www.lakecommunicators.com](http://www.lakecommunicators.com)

Web Design donated by Bob Keesecker 440-953-8311

**Monthly Meetings**

Membership meetings are held the second Wednesday of each month at the Comfort Inn & Conference Center, 7701 Reynolds Road, just south of Rt. 2. Lunch meetings are held from 11:45 a.m. to 1 p.m. and include networking and a half hour program. Breakfast meetings are held from 7:45 to 9 a.m. Guests are always welcome.

**Advance reservations are required** by replying to Shirley Wolfe's e-mail at wolfeshirley@yahoo.com or by calling Diana Lewis at 440-255-8932 by the Friday, prior to the meeting. You may send a substitute; no-shows will be billed. Members \$10; guests \$15.

**Voice Newsletter:**

**Editor:** Erica Kosinski,  
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**Design:** Tom Ruffner,  
Villa Beach Communications ..... 216-797-0545

**Printing:** James Jones, donated by  
Jones Printing Service, Inc. .... 440-946-7300

**Mailing:** Shirley Wolfe,  
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