

# WOMEN'S BUSINESS NETWORK ~ Spring 2010 Feedback and Planning Survey

The Steering Committee needs your feedback on the benefits you experienced this year in WBN. As a reminder, our calendar included:

**Jen Benson, State Rep - *Advocating for Women in Business***

**Bob Hackenson - *The Power of Choice***

**Rita Coco - *Ignorance Isn't Bliss***

**Belinda Fuchs - *Own Your Money***

**Deb Buckley - *Social Media Marketing for Business***

**Cindy Krist - *The Art of Delegating***

We also had our two small-group meetings (Business Challenges in January and Round Tables in March), a number of showcases by members, the fall luncheon, winter holiday party, spring luncheon, and June potluck.

1. What have you gained from your participation in the WBN this year? Feel free to relate specific experiences you have had/connections you have made through your participation with the group.  
\_\_\_\_\_  
\_\_\_\_\_
2. What would you like to get out of the WBN this coming year (e.g. what do you hope will continue; what would you like added)?  
\_\_\_\_\_  
\_\_\_\_\_
3. Regarding our January and March small-group discussion format, would you like more meetings like this? Less? Or the same? \_\_\_\_\_
4. There seemed to be a great deal of interest in Deb Buckley's presentation on using social media networking to grow your business, and several members suggested we have her come back to share more information. Would you elect to have Deb return in the fall? (If there is another topic or speaker you'd particularly like to explore again, please tell us about that as well.) \_\_\_\_\_  
\_\_\_\_\_
5. What motivates you to attend meetings? (Check all that apply)  
 Support and ideas  Being connected to other women in business  The speaker/topic  
 Other \_\_\_\_\_
6. What keeps you from attending? (Check all that apply)  
 Other scheduled events  Lack of information about the meetings  Family responsibilities  
 The speaker/topic  Other \_\_\_\_\_
7. Are you interested in volunteering?  Yes  No  
If yes, in what capacity (if known)? \_\_\_\_\_ Name: \_\_\_\_\_  
Are you interested in doing a five minute showcase of your business during a meeting next year?  Yes  No  
If yes, what month would be good for you? \_\_\_\_\_  
Name: (if not given above) \_\_\_\_\_
8. Would you be interested in being part of a "focus group" separate from WBN meetings, formed to discuss a particular topic with other members? Groups may include those providing similar services.  Yes  No  
If so, what topic? \_\_\_\_\_ Name: (if not given above) \_\_\_\_\_

Please complete reverse side, then

Please return by June 24<sup>th</sup> to WBN Program Committee c/o Dianne Carter, P.O. Box 259, Harvard, MA 01451

## TOPICS FOR NEXT YEAR

What topics are of interest to you for next year? Please check or circle the topics you would most like to see included.

### Business Development

- Advertising
- Business planning
- Goal setting
- Marketing
- Networking
- Selling (including closing a difficult sale)

### Business Skills

- Computers (maintenance, use of the internet, software selection)
- Contracts (what to include in them)
- Difficult or delinquent clients
- Evaluation instrument (designing)
- Human resources (hiring, payroll taxes, firing, other)
- Legal
- Market analysis
- Negotiating deadlines, fees, contract terms
- Organizing work and time
- Public speaking
- Small-business management
- Stress management
- Women's unique challenges in business
- Work/life/family balance
- Workshop design
- Writing (letters to clients, newsletter articles, press releases, marketing copy, other)

### Information Sharing/Media/Publishing

- Social media networking
- Book publishing
- Graphic design for promotional materials
- Newsletter publishing
- Website (getting one, using for business)
- Web logs or blogs

### Self-Employment

- Choosing a business type (sole proprietorship, corporation, other)
- Getting motivated
- Health insurance
- Managing isolation
- Resource swapping
- Setting up a home office
- Staying focused/avoiding procrastination

### Personal

- Elder care
- Identifying your career aspirations
- Making a career change
- Personal defense; personal safety
- Solving problems creatively
- Using multiple intelligence tools
- Personal fitness

### Finance

- Accounting and bookkeeping
- Fees (setting, raising)
- Financial planning
- Investing
- Taxes
- Tracking revenues and profit margins

**Comments:** Please give us any other feedback including any comments, suggestions for other topics, suggestions for other locations for lunch meetings or any other thoughts on how we can continue improving the WBN (please add a sheet of paper if needed).

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**Did you attend the lunch/breakfast meetings this year?** ( ) yes ( ) no

**Schedule permitting; are you interested in lunch/breakfast meetings next year?** ( ) yes ( ) no

If you have a preference for lunch or breakfast, please specify: \_\_\_\_\_

**How long have you been a member?** ( ) new this year ( ) 2-3 years ( ) more than 3 years ( ) about to join

(This will help us get a balance of topics to meet members' various experience levels.)

**Have you had any changes to your name, address, email address or phone number?** If so, please update your information via the WBN member update page. Kindly note those here so we can assure we remain in contact with you.

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