



# Sand Dollar

Where Business and Lifestyle Work Together

## Message from the Chair:

### Use the Phone to Your Advantage

How many times have you been listening to a recorded message with pencil in hand ready to write down the most vital piece of information only to have the caller break all speed records giving the call back phone number; and to add insult to injury says it only one time and then hangs up? How many times have you had to replay the last half of the phone message to get the number? How many of you have asked someone to come and listen with you in case it's not the caller but your hearing ability that may be giving you trouble?

Yes, it's true; the allowable time span for leaving a message is from 1 to 3 minutes, the average being 1 minute. But don't worry, you can be one of those callers who leave a clear, understandable message and call back number. The caller who realizes her message is outrunning the ticking message clock rushes and doesn't understand that saying it fast is pretty much the same as leaving an incomplete message and number or, worse, no number at all. And no one wants to call back and leave a Part 2 message. That would sound unprofessional.

How can you avoid this? Preparation is the way. When making customer calls, know exactly what you want to convey. Write it down like a script; time it, and practice it by speaking slowly and intelligibly. Plan for contingencies by having a prepared script "message" for times when the person you

are calling is not in. Your message shouldn't be longer than the average person wants to listen. It should be in the same form as your "script" with a little hook. After all, don't you want your call returned?



Karen Hill

Here is just one example: "My name is Karen Hill. We met last week at that fabulous Manhattan Beach Chamber Mixer and I would like to meet for coffee so we can find out more about each other's business. Please call me at (310) 379-5023 with a day and time that works for you. That's (310) 379-5023." Notice the elements of a good message in this example:

- Introduce yourself by giving your full name
  - State the context of your acquaintance with the person you are calling
  - State your proposed action and the reason for your call
  - Leave your call back number
  - Repeat your call back number
- So often a business opportunity is left on a dead phone line. My best advice to you is to prepare. Give all your attention to the recipient of your call, and don't multi-task when you're holding the phone. Remember, if you are taking the time to make the contact make sure to leave a good impression. Use your phone to your advantage. Try these tips, they will be sure to produce results.

## M.B. Women in Business 10 Year Anniversary Conference MARK YOUR CALENDAR FRIDAY, APRIL 18, 2008

By Lynne White  
Hanavan Marketing

The Manhattan Beach Women in Business 10 Year Anniversary Conference is scheduled to be held on Friday, April 18, 2008, at the Manhattan Beach Marriott, 1400 Park View Ave., 8:30 a.m. to 2:30 p.m. Save the date!

**Interested in joining the MBWIB Committee? Come to the MBWIB Breakfast on September 13 or the General Meeting on September 20**

It takes lots of good people to plan a successful event, so if you want to join a great team, come to one of our general meetings and find out what it's all about! The following is a list of the teams we are now forming:

- Sponsorship
  - Speakers
  - Exhibitors
  - Tote Bags and Door Prizes
  - Silent Auction
  - Meeting Logistics
  - Event Coordination
  - Decorations
  - MBWIB Angel Sponsorship
  - Conference Directory Coordination
  - Conference Directory Print Advertising
  - Conference Directory MBWIB Members
- Our first general meeting and planning session for the Manhattan Beach Women in

Business 10th Anniversary Conference is scheduled for Thursday, September 20, 2007 from 5 to 7 p.m. at Second City Bistro, 223 Richmond St., El Segundo. Please RSVP to attend at [www.MBWIB.com](http://www.MBWIB.com) or [www.ManhattanBeachChamber.net](http://www.ManhattanBeachChamber.net). Anyone who is interested in working on the conference or finding out more information about Manhattan Beach Women in Business is encouraged to attend.

Interest sign-up sheets will also be available at the upcoming M.B. Women in Business Breakfast, September 13, at Kids Kabaret, 1601 Pacific Coast Highway, Hermosa Beach, from 7:30 a.m. to 9:00 a.m.

Manhattan Beach Women in Business meeting times and locations will be listed in the Chamber's weekly Sandblast. If you are not a member of the Manhattan Beach Chamber and would like to become one and attend the first general meeting, contact the Chamber at (310) 545-5313 or Lynne White at [lynne@hanavanmarketing.com](mailto:lynne@hanavanmarketing.com) for more information.

Join our group and help make the 10th Annual Manhattan Beach Women in Business Conference a smashing success!

The mission of Manhattan Beach Women in Business, [www.MBWIB.com](http://www.MBWIB.com), is to provide opportunities in leadership and education for women (and men) in business and has funded over \$64,000 in college scholarships during its tenure.

## South Bay Real Estate – Up, Down, or Sideways?

By David Curry  
South Bay Funding

Please save this November 15th for a unique networking opportunity, cocktail reception and public symposium entitled "South Bay Real Estate: Up, Down or Sideways?" at the Manhattan Beach Marriott, 1400 Park View Ave., 5:30 p.m. to 7:30 p.m. This Chamber presentation includes leading national speakers who also work and live in the South Bay. Issues that will be addressed include "Is the beach community and its surrounding areas really as insulated as we would like to think they are?" The panel will address what is happening with the national mortgage industry and what its effect will be on local real estate.

The "South Bay Real Estate: Up, Down, or Sideways?" symposium boasts a leading economist as the keynote speaker and

a panel of experts including one of the top 100 mortgage originators in the country and the head of a major South Bay real estate company. The panel will be moderated by City Council Member Richard Montgomery. The symposium is put on by the Chamber's Business Tool Box's proFORUM Committee. If you own property or you do business with professionals in the real estate industry, this is a "can't miss" opportunity to network with the South Bay's top experts.

Register online at [www.ManhattanBeachChamber.net](http://www.ManhattanBeachChamber.net) or call the chamber office at (310) 545-5313 Admission is \$10 for Chamber members and \$25 for non-members.

The sponsorship opportunities are filling up, so please contact the Chamber office to inquire about being a sponsor for the program.

## ALL NEW Healthy Living/Healthy Business EXPO on October 17

Melinda Flynn of Coldwell Banker Real Estate has been working away to offer our members and community the best ever Business Expo. The Business Toolbox expertEXPO Team of the Manhattan Beach Chamber of Commerce invites you to attend "Healthy Living/Healthy Business EXPO" on October 17, 4 to 7:30 p.m. Come and meet and mingle with local Manhattan Beach Chamber businesses! This FREE event will be held near Metlox Plaza at 13th Street (Farmer's Market location), and a portion of the proceeds will go to support Breast Cancer Awareness & Research in support of Breast Cancer Awareness month. The event is dedicated to showcasing Manhattan Beach Chamber businesses while educating attendees and business owners about healthy choices for eating, cooking, and overall lifestyle. Remember that if you are healthy, your business will be healthy as well.



Melinda Flynn

The healthy options-themed Business Expo will feature a variety of businesses from insurance, lenders, event planning, Beach Cities Health District, massage, restaurants, real estate, retail and that's just the beginning!

Local restaurants and grocers are sponsoring healthy food booths, including our top sponsor, Whole Foods Market, El Segundo. These vendors will provide healthy topics ranging from: why/what makes foods healthy, how to purchase

healthy foods/beverages, healthy ways to prep foods including cutting, cooking temperature, cookware/utensils, and food preparation time savers. Other sponsors include Citizens Business Bank, Manhattan Beach, and The Manhattan Sun. Vendor sponsors will provide food/drink samples for event attendees. There will also be a wonderful variety of other vendors offering services and information.

Please join us for "Healthy Living/ Healthy Business EXPO" and meet your local Manhattan Beach Chamber businesses, learn new ways to be healthy, and contribute to a good cause. There will also be a silent auction, and pink bracelets will be for sale to support Breast Cancer Awareness.

**Sign up now for sponsorship opportunities and exhibit space**

Sponsors, to date, include, Whole Foods Market, El Segundo; Citizens Business Bank, Manhattan Beach; and The Manhattan Sun, a new community newspaper appearing locally in September. If you are a business interested in a sponsorship, or you wish to sign up for an exhibit booth; or if you would like to contribute door prizes/auction items, register online at [www.ManhattanBeachChamber.net](http://www.ManhattanBeachChamber.net). You can also call the Chamber at 310-545-5313.

**The Official Publication of the Manhattan Beach Chamber of Commerce**  
Mission Statement: The Manhattan Beach Chamber is an association of businesses, other entities and individuals organized to encourage a strong local economy and quality of life by promoting commerce, sound government and an informed membership and community.

THE BEACH REPORTER

Content and opinions expressed in the Chamber publication are the sole responsibility of the Manhattan Beach Chamber of Commerce.