



**POWERHOUSE
MONTANA**
of the Women's Foundation of Montana

October 2019

Building Your Brand

Howdy, PowerHouses!

Did you know it only takes 7 seconds for someone to make a lasting and complete impression of you?

In the past, first impressions (and levels of branding) were often condensed to your general appearance, your energy level, and perhaps a firm handshake.

Now in today's digital world, your impression and overall aesthetic comes from your social media presence and how you engage on a technological and/or marketing level, often long before you meet someone in-person.



Branding is one of the most important things which has developed in our modern society - in short, it's your reputation. Each interaction you have with others has the opportunity to create a memorable experience, teaching them what they can expect from you. When you're consistent in delivering those experiences, you build a strong reputation - and delivering your brand clearly and consistently across a wide audience helps open doors to opportunities.

So you might be asking yourself - what's my brand, and how do I develop my own personal aesthetic? **The first step to building your personal brand is knowing yourself and your personality, which you can do by:**

1. Being Authentic: What do you stand for?
2. Being Difficult to Copy: What sets you apart?
3. Being Consistent: What makes you easily identifiable/marketable?

In simply pondering the questions above, you are already on your way to developing your personal brand which will define your work and impact going forward.

Interested in more? Check-out this [Women's Foundation of Montana](#) webinar titled [Women Lead the Way](#) - where Montanan women entrepreneurs share the experiences which propelled them through failure and success, including establishing their own branding.

Until next month,
Maggie

Engage your Community - with PowerHouse Montana!

**Featured PowerHouse
Opportunities**



PowerHouse Montana Gatherings

November's PowerHouse Theme:
Native American Heritage Month

Monday, October 28th @ 5:00pm

[PowerHouse Great Falls](#)

Boston's Restaurant & Sports Bar
1101 7th St S.
Great Falls

Friday, November 15th @ 5:00pm

[PowerHouse Big Sky Pop-Up](#)

Big Sky Eyes
99 Town Center Ave, Unit A6
Big Sky

Monday, November 25th @ 6:00pm

[PowerHouse Billings](#)

304 N 29th St
Billings

**Submittable
Various Positions**

Missoula, Montana

[Website](#)

**State of Montana Board, Council and
Commission Openings, from the
Office of the Governor**

Statewide

[Website](#)

PowerHouse Montana Jobs Board

Statewide

[Website](#)

What is PowerHouse Montana?

PowerHouse Montana (in-person) gatherings are a series of events fueled by women in communities across the state of Montana.

They meet on a monthly/quarterly basis to discuss and learn from one another in a casual networking format.

Create your own PowerHouse profile today and start growing with influential women across the state @ powerhousemt.org/register

PowerHouse Administrative Contact:

Maggie@mtcf.org



We Want to Hear From You!

Share your thoughts!



We want to hear from you, PowerHouses - and by sharing your thoughts you'll be entered to **win a basket of Montana women-produced products, valued over \$60!**

This year, we are excited to work on expanding our programming to better serve women throughout Montana as they work towards their career goals.

For your chance to win, fill out this quick and easy survey, [here](#).

Featured PowerHouse Articles and Resources

First All-Female Spacewalking Team including Montana Woman makes History

"As NASA astronauts Christina Koch, formerly of Livingston, Mont., and Jessica Meir successfully completed the job with wrenches, screwdrivers and power-grip tools, it marked the first time in a half-century of spacewalking that men weren't part of the action. They insisted they were just doing their job after years of training, following in the footsteps of women who paved the way." [Read more, here.](#)



Peek into the Life of a Single Woman who Homesteaded in Montana

"At the age of 21, Petrina Peterson left her family's Minnesota home to lay claim to 160 acres of land on the sparse plains of northern Montana. The year was 1911." [Learn more about Petrina Peterson, here.](#)

Tribunal on Missing and Murdered Indigenous Women to be Held in Browning

"The Blackfeet Nation will host the first Murdered and Missing Indigenous Women (MMIW) tribunal ever held in the U.S. on Oct. 4-5. The two-day event, held at Blackfeet Community College, will record public testimony from MMIW survivors and victims' families, as well as provide "private sessions for witnesses who may be hesitant to share their accounts in a public forum," according to a press release. It is open to all tribes across the nation." [More on this, here.](#)

Believing in themselves: All women's fire crew program empowers, instills confidence

"In partnership with the Bureau of Land Management in Wyoming, and with grant money from outdoor retailer REI, Montana Conservation Corps created an all-female training program in 2017 to address gender disparity in wildland firefighting. The program was created at a time when there still aren't that many female firefighters. The National Fire Protection Association reported in 2017 that women make up only 7% of U.S. fire departments. The U.S. Forest Service reports that women make up about 14% of its fire management employees just this year, including both seasonal and permanent positions." [Discover more, here.](#)

MSU student's research project aims to help teachers better support diverse students

"Denise Benden, a junior majoring in early childhood education and child services, is researching ways teachers can integrate diversity and inclusion content into teaching." [Learn more, here.](#)

2019 Innovate Montana Symposium and Annual Women Leading Montana Convening



The [Women's Foundation of Montana](#) was proud to attend and support both the [2019 Innovate Montana Symposium](#) and the [Annual Women Leading Montana Convening](#) this year, which brought together accomplished entrepreneurs, investors, influential business leaders, small business owners, and support organizations to ignite innovation and inspire entrepreneurship and women's leadership throughout Montana communities.

In addition to being motivated by the phenomenal speakers and outstanding people in attendance - WFM loved being able to facilitate connections and mentoring



opportunities through both our [PowerHouse Montana Pop-Up](#) gathering and the [Female Founders Lunch](#).

Also, a big congratulations to Mallory Ottariano, Founder, Owner of [Kind Apparel](#), for winning the SharkPITch at Innovate Montana, along with a \$5,000 award.

Interested in more gatherings like these? [Check out our Facebook Events, page.](#)

If you have any questions about [PowerHouse Montana](#), the [Women's Foundation of Montana](#), or would like to make an edit to your PowerHouse profile, please email Maggie Sullivan at Maggie@mtcf.org or call (406) 541-7409.

PowerHouse Montana | (406) 541-7409 | [E-mail](#) | [Website](#)



About PowerHouse Montana

PowerHouse Montana is an initiative of the Women's Foundation of Montana with two goals in mind: (1) connecting Montana women with the resources, mentors, and opportunities they need to create thriving businesses and thriving lives, (2) increasing the number of Montana women in leadership by providing a go-to source for organizations and companies looking for their next CEO or board chair.

The Women's Foundation of Montana advances economic independence for Montana women and creates a brighter future for our girls. Learn more at www.wfmontana.org.

[Donate](#)

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