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January 28, 2013

Hello

In this issue you will find pictures from our WBN January events and some information about upcoming events, as well as Member News.

Feel free to scroll through the newsletter or you can use the "In This Issue" menu to the right to jump to a specific area.

We also have half-year memberships available. To join, visit the [Membership](#) page of our website.

President's Message

Hello!

Greetings, and Happy 2014!

Many of us make resolutions when the year begins - did you?

Anyone who has ever made a resolution knows that the hardest part is actually achieving what you intended, within your set time frame. Setting a goal is actually the easy part, but achieving that goal is most of the battle!



January's WBN speaker, Betsy McGregor, spoke to us about the importance of leadership, self-reflection and teamwork when setting out to accomplish a goal such as climbing a mountain. Our February speaker, Joe Roberts, famously went from skid row to being a CEO - quite a goal if ever there was one! Joe will be sharing his insights on how to profit from adversity, and how to overcome challenges and changes and achieve your dreams.

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WBN Member Ads

Joe's talk is sure to motivate and inspire you to rethink the way you deal with challenges in your business and in your life. It may even help give you the boost you need to accomplish your New Year's resolution!

This is sure to be a remarkable night for the WBN, so if you haven't registered yet, don't wait any longer! We also have a limited number of non-member (guest) spots available for the evening, so if you've been thinking of bringing a friend or a colleague to a WBN meeting, don't miss this chance to show them what the WBN has to offer.

I look forward to seeing everyone on February 5th, and in the meantime, I wish everyone a happy and healthy 2014!

Cheers!

[Adrienne Richard](#)

President, Women's Business Network of Peterborough.

Captured in Pictures

This video captures a few WBN moments from our January events.



January Smiles

For more WBN pictures (and to tag yourself in a picture), visit us on Facebook: [f](#)

RFP for Website Design/Build

We are requesting responses to the attached [Request for Proposal](#) for the design and programming of a new WBN website.

In keeping with our Procurement Policy, the RFP is being tendered to all WBN members in advance of public release, and WBN member businesses will be given special consideration for the award of the contract.

If there are any questions regarding the RFP contents, or if you intend to bid, please contact WBN President [Adrienne Richard](#). The deadline for bids is March 10th, 2014.

Complete our Poll

This month we are asking for your feedback on the advertising and promotional opportunities available to you through the



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Carrie Wakeford

Project Manager

www.blackcapdesign.com



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Cheri Anderson

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Your Ad Here

Would you like your ad here, in the sidebar of each WBN newsletter?

Visit the [WBN online store](#) to book your spot.

Note: We will need a picture or logo (155px Wide x 233 px High, Max file size 350 KB) and a link to your website.

For more details, download the [WBN Ad Sales Sheet](#).

[Visit the WBN Store](#)

[Advertising Opportunities](#)

Last month's poll results: 53% of the WBN members who voted say they liked the new format for the Christmas event.

Member Meeting February 5, 2014

Skid Row to CEO

Joe Roberts is a best-selling author, CEO and one of Canada's top inspiring speakers and keynote presenters. In 1989 he was living under a bridge as a homeless skid row addict, and today he is a best-selling author, CEO and sought-after speaker who motivates and inspires audiences.



Vitalize Conference Keynote in Calgary Alberta
Canada - Joe Roberts

For more information about Joe Roberts or any of our other upcoming guest speakers, please visit the [Program Page](#) of our website.

Board News

Join: Volunteer for the dynamic WBN Board - there is never a dull moment! If you are interested, visit the [Elections](#) page of our website or contact [Cheri Anderson](#).

Strategic Planning: On January 25th, the WBN board met for one of two all-day Strategic Planning sessions held annually. Topics discussed included member benefits, constitution updates, future goals for the WBN and how to maximize the experience of our members. The session was kicked off by WBN member Kris Dawson, whose insight on goal setting, rules of engagement for team building and consensus building helped make the day a huge success.

Cancellation: Did you know that we often manage a wait list for both members and guests after our registration closes on the Friday before our meeting? With the cold and flu season upon us it is extremely important to report any changes in attendance because if you can't join us, someone from our waiting list can be offered a spot. So please help us by contacting [Lisa Gogerat](#) if you need to cancel.

Ombudsperson: The WBN is an organization that is designed to be inclusive, supportive and positive. You have



January Door Prizes

Thank you:

Samantha Payne/Carley Stenson: [Anywhere But Here](#)

Kerri Davis/Lynn Zimmer: [YWCA](#)

Anne Arnold and Catia Skinner: [The Venue](#)

Bonnie White: [Metabolic Balance](#)

Debbie Karpenko:

[Waterfront Interiors](#)

Lisa Smith: [Holiday Inn](#)

Roula Kovios: [Signarama](#)

a place to present your concerns in a safe and confidential manner and without judgement. If you have questions or concerns, please contact our Directors at Large [Cardyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

Mentor: Assist other members by contacting [Tracy Huang](#).

Exhibit: Set up a display table in the Garden Court during the social hour on February 5, 2014. Book online at our [WBN store](#) or contact [Cara O'Grady](#).

Share: Find out how you can contribute to the newsletter by visiting the [Newsletter](#) page of the WBN website.

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Business Spotlight - February 12, 2014

Our next WBN Business Spotlight will be at Northern Lights.

Date and Time: Drop-in Wednesday, February 12, 2014 between 5:00 to 7:00 PM

Address: 863 Chemong Rd., Unit 20A, Brookdale Plaza, Peterborough, ON K9H 5Z5

Hosted by: Louise Shea

Contact: 705-740-2577 and

lshea@northernlightscanada.ca

WBN host Louise Shea invites you to join her and her Northern Lights colleagues for an evening of information and tours.

Northern Lights Canada has been providing employment services across Ontario since 1996. All locations deliver a full range of employment programs and services, and offer links to other programs in the community designed to help you achieve your employment and training goals. WBNers are welcome to come and learn about Northern Lights services, network and have a great time. There will be door prizes and refreshments and lots of free parking. Louise is looking forward to seeing you there!

January's Business Spotlight Success

Spotlight at Pineridge Broadcasting in Peterborough Square was everything Theresa Foley and Jennifer Daignault promised it would be. Thirty five plus WBN members learned about music selection, designing and building commercials and how the news and weather reaches their listeners. We were introduced to the station owner, Don Conway, support staff as well as on air personalities and learned how radio can be used as a marketing tool to grow our business. Don wanted us to know their market share is



steadily increasing and they are going full steam ahead. We also learned some inside secrets about "song requests". Sorry, if we told you they would have to kill us.

Wine, tasty treats and an abundance of door prizes rounded out the evening. Many thanks to Marlaine Bennett from Bennett's Home Furnishings for thanking 96.7 FM for a very informative, fun evening.

Attending Spotlight is a great opportunity to network with other WBN members. If you would like to attend and you would like a buddy for the evening just let us know by emailing us at director@womensbusinessnetwork.net.

Thank you again Theresa and Jennifer; you and Pineridge Broadcasting rock.

[Cardyn Corp](#)

Advertising Opportunities

Reach out to all 154 WBN members and/or all 900 community members for as little as \$20 a month.

Footer, sidebar and video ads are available.

For more information about our half-year prices, contact [Carrie Wakeford](#).

Member News

Tami Vanderburgh: Did you know our chauffeur picks you up at your door in a warm and comfortable limousine? All worries about weather or traffic problems disappear. Did you know that for groups, we are an affordable alternative to the Toronto Airport? Did you know we are [Welsh Limousine Co.](#) and we would love to assist with any transportation needs you have?

Cora Whittington: Workshop: Start Influencing Those around You or Die Whining. Learn how to: * Say what you mean and have it heard and acted on * Hear and use other people's input without freaking out * Feel like you can actually influence those you work with. More information visit our [Golden Pathways](#) or call "The Conflict Doctor" Cora Whittington 705-745-4006 or cw@goldenpathways.ca

Next Month: Submit your information (60 words or less) for this section by the 15th of each month. Complete the [form](#) on the newsletter page of our website or send your information to: news@womensbusinessnetwork.net.

Community News

Betty Halman-Plumley is working with a group of women to bring a Bible Study Fellowship to Peterborough -an international non-denominational opportunity to study the Bible in-depth personally and in community with others. BSF classes give women of all ages the opportunity to wrestle with the tough questions of life and connect with other women in meaningful conversations. For more info contact betty.halman-plumley@investorsgroup.com or call 705 868-2389.

Yvonne Lai: The Peterborough Partnership Council on Immigrant Integration and New Canadians Centre invite you to celebrate One Night in Mexico at the Venue on Saturday March 1. Enjoy a 5-course dinner catered by La Hacienda with your friends accompanied by a mariachi band. More surprises at the event! Tickets are \$100 and are on sale at nccpeterborough.ca (tax receipt for a portion of the ticket cost).

Next Month: Submit your information (60 words or less) for this section by the 15th of each month. Complete the [form](#) on the newsletter page of our website or send your information to: news@womensbusinessnetwork.net.

Business Tips

Networking Tip: Unsure what to say when you meet someone new at the WBN? Try asking a question. That way you learn about the other person, while at the same time, it takes the pressure off you.

Social Media Tip: People like videos and images. You may want to consider how you can engage your readers by using more than just text.

Membership Tip: When you arrive at a member meeting, head to the Exhibitor Table area before sitting down at your dinner table. This will give you a chance to do some networking before the formal part of the evening begins.

New Members

Spread the Word

Our membership continues to grow with 10 people signing up for half-year memberships.

[Jamie Turner:](#) It's All About You!

[Christine Baayen:](#) The Ugly Pug

[Stephanie Moeser:](#) Rediscovery Counselling

[Heather Dickie:](#) Cravings Bakery & Cafe

[Bridget Leslie:](#) My Left Breast

[Dr. Sarah Rood:](#) Definitive Chiropractic & Wellness Centre

[Kimberlie Waudby:](#) CHEX TV

[Anne Driscoll:](#) Multiple Sclerosis Society of Canada

Peterborough Chapter

[Jaime Barber:](#) Jaime E. Barber, Chartered Professional Accountant

[Lesley Heighway:](#) Peterborough Regional Health Centre Foundation

At the next meeting: Please watch for people with "New Member" ribbons so you can introduce yourself and welcome them to the WBN.

Reminder: For all new and current members, it is a good time of year to log in and revisit your profile on the WBN website. One way to benefit from your membership is to update your content and even add a new picture. This will help other members recognize you and know what your business is all about!

New and Tenured Members: Are you struggling with some of the processes of the WBN, want to know more about your member benefits, or how things work? If you're interested in having someone coach you or attend a meeting with you,

please contact [Tracy Huang](#).

Half-Year Memberships

Still Available

The WBN offers half-year memberships. For more information visit the [Membership](#) page of our website.

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Board Members (2013-2014)

The WBN Board of Directors have created new opportunities this year for members to Connect, Develop and Grow. We welcome your comments, ideas, feedback and opinions.

You can find us on the [Board of Directors](#) page of our website or you can contact us by email using the links below.

WBN Board of Directors 2013-2014

President: [Adrienne Richard](#), Member Concerns, Protocol

Past President: [Cheri Anderson](#), Board Nominations and Privacy Issues

Treasurer: [Gwyneth James](#)

Secretary: [Lisa Gorgerat](#), Member RSVP's, Guest Reservation, Cancellations

Membership Director: [Tracy Huang](#), Membership Information, Application & Rates and Badges

Program Director: [Cara O'Grady](#), Booth & Table Drop Registration Program Feedback

External Communications Director: [Sofie Andreou](#), External Newsletter, Social Media, Videos Showcasing Members

Member Communications Director: [Carrie Wakeford](#), Member Newsletter, Ads, E-Blasts

Director at Large: [Cardyn Corp](#), Spotlight Events, Online Store Community Involvement, Ombudsperson

Director at Large: [Theresa Foley](#), Spotlight Events, Online Store Community Involvement, Ombudsperson

Strategic Planning Director: [Marilyn Cassidy](#)

Newsletter Opportunities

As a WBN member you can:

1. Place your linkable ad in our new [e-newsletters or e-blasts](#)
2. Place a Video Ad in our newsletter - sent to both Members and the Community at large!
3. Be selected to be featured in a Video stating the three reasons you love WBN!
4. Submit a "Feature Article" as our "Guest Writer" (up to 600 words)
5. Submit "Member News" content by completing the [form](#) on the WBN website
6. Submit "Community Event" information by completing the [form](#) on the WBN website

For more information about how you can contribute, please contact us at:



Wayne Pagot, Melissa Hope, Kimberley Pagot

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