



# Network News

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"It started with an idea that  
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could be different."

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January 22, 2016

Hello

HAVE A SPECTACULAR  
2016 WITH THE



## President's Message

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## Register Now

Registration is now  
open for the  
February 3rd  
meeting

PLEASE RSVP By  
Noon on  
Friday, January 29th  
Invitations should be in

December is full of joy.

January is filled with new beginnings and expectations.

But February?

Poor February is always associated with the Blahs. Many of us try to get away for a week of Vitamin D from the sun and Vitamin C from lovely fruity drinks. But you still have to return to the cold dark days that finish this sad month.



I know not everyone suffers from depression in February but I started to think about how, even on a small scale, that dark cloud could negatively effect our daily work and our businesses.

My search for new insight to share brought me to an article with tips on starting a new business while working a day job. It struck me that this might be a great attitude to apply to our CURRENT jobs - to breathe new life and excitement into our careers without having to actually change jobs. It certainly won't hurt!

[Read the article here](#)

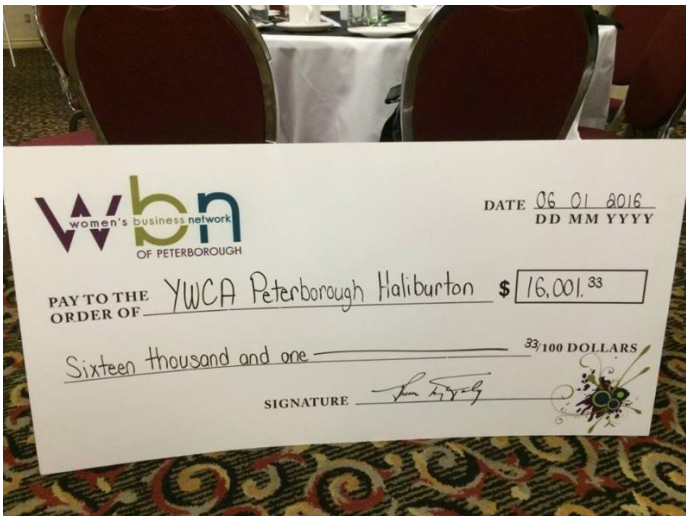
Yours in business and friendship,  
Theresa

## 2015 Gala - Thank you for your support!

Thank you to everyone who came out and supported the 2015 Gala in support of the YWCA Nutritional Well-Being Program.

It was an exciting January meeting as we found out that the **Gala raised over \$16,000!**

A big thanks also to the committee for putting together such an exciting event.



## February Speaker

your mailbox now.

Registrations can also be done by [clicking here](#)

For any questions or concerns, please contact [Mary McGee](#)

## Help us welcome new members

**Marion Langford -**  
Life Beyond Cancer

**Danielle French -**  
South Pond Farms

**Jennifer Moon -**  
Fransky Mechanical

*\*List accurate as of January 22, 2016*

## Benefit Tip

As part of the many benefits of the WBN, donate a door prize at the February meeting and have **1 minute on the mic to chat** about your business and product...a pretty great marketing return to be able to chat to over **100 Business people in the community!** For more information contact [Glenda Vandermeulen](#)

## Think Positive

"Positive thinking is more than a tagline. It changes the way we behave. And I firmly believe that when I am positive, it not only makes me better, but it also makes those around me better"

~Harvey MacKay

## Benefit Tip

Toonie Testimonials  
Be sure to put your business card in the draw at

After such an electric member meeting on January 6, excitement is mounting for Melanie Martin as she presents "Build Your Marketing Toolkit: A Framework for Small Organizations.



With so many different marketing activities that a small business could focus on, they often miss understanding the role and function of some of the activities. This can make it difficult to make decisions about where to invest marketing efforts. This presentation will explore:

- Learn what marketing really is (and isn't)
- How marketing has changed in ways that benefit small businesses
- The 4 Pillars of Marketing Success - a framework that shows how different marketing activities all fit together, and will help small businesses reflect on their own marketing program.

[Read Melanie's Bio Here](#)

the start of each member meeting. If you're chosen, just drop a Twoonie in the bucket and tell us about a member who has helped you out in some way.

For more information contact [Glenda Vandermeulen](#)

### WBN Member Ads

SHOWPLACE  
performance centre

Check us out online  
[www.showplace.org](http://www.showplace.org)  
705-742-7469

@PtboShowplace  
 @PTBOShowplace

## This month's Feature Article: Shannon Gray Sugar Me Right!

### Body Sugaring for Self-Care

Body Sugaring has been around since Egyptian times, it's not a new concept. Many people still have never heard of it. For those that are new to the idea or even new to the idea of hair removal let me provide you some information based on experience.



### What exactly is this?

We use a Sugar Paste to provide the services but there are other options too. There is strip sugar and sugar wax as well. If you're thinking actual sugar granules then you're thinking of a scrub not hair removal. So what's the difference you ask... let me tell you.

Strip sugar is very thin and requires cotton strips to remove it - it's similar to waxing. Sugar wax has some form of wax in it and isn't all natural. Sugar paste is more often than not an all natural product, meaning that you can actually eat it. The paste we use is made up of sugar, Lemon juice and water, and yes you can eat it.

### What does it do?

Most people are familiar with waxing as a hair removal option.

The question is - do you really know what it does? Ok, the basics most people know, you put it on and tear it off with a cotton strip, as seen on "The 40-Year-Old Virgin"? What was happening to this poor man? Well one thing I will tell you is

Connections  
Growth  
Leadership  
Advocacy  
Education

Greater Peterborough Chamber of Commerce  
100 Years

[karen@peterboroughchamber.ca](mailto:karen@peterboroughchamber.ca)

Did you know...  
As a WBN Member -  
You can [purchase](#)  
Linkable Ads & Video  
Ads  
in our  
e-Newsletters & e-Blasts.

Want more info?  
Contact [Emily Martin](#)

## 6th Annual Bear's Lair Competition

Are you looking at growing

his skin sure wasn't happy with him when it was over. Wax removes the skin at the same time as the hair. Sugar does not do this, it's water soluble and can't adhere to live skin cells. It will only exfoliate the dead skin. While it is possible to over work the skin, it's far less likely to damage it. But here's the big difference in what's happening... First, sugar will seep into the follicles and wrap around the hair helping with its removal. Then because we are removing the hair in the direction of growth there is less of a chance to break the hair off just below the skin's surface. Now, should some hair break off above the surface we can go over the skin again and try to remove that hair. Waxing and strip sugar however, does not come off with the direction of the hair, increasing the chances of breakage. And strip sugar is not as precise as sugar paste.

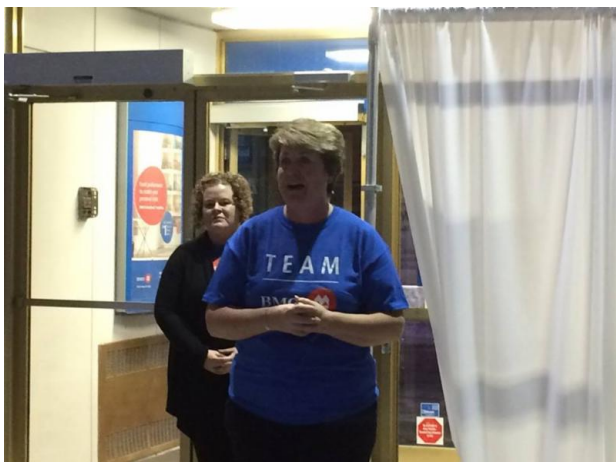
**Why should you do this regularly?**

[Read More](#)

## Previous Feature Articles

Visit the [WBN Peterborough Blog](#) to catch up on previous monthly articles.

**Thank You  
BMO for hosting  
the January Spotlight!**



your current business or launching a full-time business within the greater Peterborough area or know someone who is?

If so, here's your opportunity to win a part of the \$100,000 in cash and business services!

The 6th Annual Bear's Lair Entrepreneurial Competition is set to take place on April 26th, 2016. It's time to enter now.

The Bears' Lair Entrepreneurial Competition is in the style of CBC's The Dragons' Den. The competition was created to encourage entrepreneurship and small business development in the greater Peterborough area. Entrepreneurs are eligible to enter the competition.

[Read more here](#)

## Captured in Pictures

**Did we capture you on Camera...**

Check out our [WBNPtbo Facebook Page](#) to find out

If you see a picture you're in... go ahead & tag yourself! This makes for better Networking - as it's an easy way for Members (new and longstanding) to put a face to your name (and vice versa)!



**Ready - Set - Tag - You're It!**

**Benefit Tip**



Thank you to Wendy Cooke of [BMO](#) for hosting the first Spotlight event of 2016

It was a wonderful & relaxing evening, with great conversations, beautiful smiles, tasty treats from ***That's A Wrap Catering*** & warm beverages from ***DAVIDsTEA***.

Thank you for the Yoga too with Laura Nugent of Hot Yoga Peterborough Wellness Institute. It was a wonderful way to kick off the New Year!

Thank you Wendy For A Wonderful Evening!

## Preview of March Meeting

### A Sneak Peek of What's Coming Up

The popular Member trade show will take place at the March member meeting on March 2.

Instead of one spectacular speaker, there will be 6 different members sharing their knowledge in 30 minute mini-workshops:

- Carrie Wakeford: Intro to WordPress
- Colleen Carruthers: Use Your Authentic Self to Create Presence
- Sue Field: Your Health ins your Wealth
- Janet McLeod: Tips for Running a Successful Business
- Jeannine Taylor: Media, Market and Message
- Heather Howe: Embrace your Power! Intro to Women's Self-Defence

***In order for the Program Committee to plan appropriate space for each of these workshops, please [click here](#) and rank these topics in order of your personal interest or what you feel would best help your business or organization.***

## Member News & Community Events

**Amy Simpson**, President of MicroAge, is thrilled to announce **MicroAge Technology Solutions has moved** to a new renovated downtown location at 267 Stewart Street.

Any WBN Member can share 60 words of news about their business, products or services in our monthly Newsletter! And It's FREE!

[Find out more here...](#)

## Become An Event Sponsor

The WBN is currently seeking Sponsors for the amazing February 2016 meeting. For more information about benefits, please contact:

[Colleen Caruthers](#) or [Louise Shea](#)

## 2015-2016 WBN Board Members

Do you have questions or comments for the [Board of Directors](#)?

President:

- [Theresa Foley](#)

Past President:

- [Gwyneth James](#)

Treasurer:

- [Andrea McLeod](#)

Secretary:

- [Mary McGee](#)

Membership Director:

- [Glenda Vandermeulen](#)

Program Directors:

- [Louise Racine](#),
- [Denise Travers](#)

External Communications:

- [Lorie Gill](#)

Member Communications:

MicroAge provides single-source access for all of your business IT products, services and solution requirements and ensures that the latest technology is leveraged to drive your business.

705-876-1177 or [sales@microageptbo.com](mailto:sales@microageptbo.com)

**East City Flower Shop takes the Cake!** March 1, 2016 East City Flower Shop **moves to the old East City Bakery location** at the corner of Douro and Rogers Streets to serve you better. Still in Beautiful Downtown East City, but with lots of parking. See you there!

**Want the new Thirteen Moons cookbook?** Over 140 seasonal, vegetarian wheat free recipes with many gluten-free, vegan, and raw options. Plus nutritional information, charts, pantry list, glossary and much more. Practical spiral binding. **Locally designed and printed. WBN members can pre-order for \$29.95** and pick up at the Feb 3rd member meeting. Order your copy here <http://bit.ly/1KiD2Ka>

**VON Trivia Challenge.** March 4, 6 - 10pm, Peterborough Curling Club. Prizes, silent auction, pub food, cash bar. \$35 pp., team of 8 \$280. Sponsorship opportunities available. Silent auction items greatly appreciated! **Call Tammy** at 705-745-9155 ext. 6450 for more info.

**The Arthritis Society** presents **Taste! an evening of gastronomic indulgence.** Sample the best dishes and beverages from some of the region's finest chefs, distillers and brewers. Surround yourself with good company, enjoy live and silent auctions, and support world-class research and solution-based programs for local children living with arthritis. **March 5, 2016 at the Canadian Canoe Museum.** Will you go home with a trip for two to sunny Cancun and Puerto Vallarta?  
**Tickets:** [www.arthritis.ca/PTBOTaste](http://www.arthritis.ca/PTBOTaste) or 705-742-7191"

- [Emily Martin](#)

Directors at Large:

- [Louise Shea](#)
- [Colleen Carruthers](#)

Strategic Planning Director:

- [Catia Skinner](#)

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## WBN Vision

To strengthen our community by supporting, empowering & inspiring women in business.

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## WBN Mission

To Promote and Support Women in Business through Personal and Professional Growth Opportunities.



**Charlotte's Web**  
women's clothing & kids wear

180 Charlotte St.  
Peterborough, ON  
K9J 2T8  
705.749.9470