



NETWORK NEWS

JULY 2016

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STAY CONNECTED:



Feature Article

A Year in the Life of a New WBN Member

by Meghan Maloney

I joined the Women's Business Network of Peterborough in April 2015, several months after beginning to freelance as a communications consultant and writer-for-hire. At that point, I was new to self-employment and wasn't yet thinking of myself as an entrepreneur, much less a business-owner. I had been hearing and reading about the WBN since before I moved to Peterborough (shout out to our amazing local Twitter community!) but I had never felt like I "qualified" to become a full member. I'm just someone who can provide services to lots of different organizations, businesses, individuals or groups - I don't "own" anything beyond my own experience, I thought. And I know I'm not alone in feeling some of that imposter syndrome at the beginning of a new venture.



But then I asked myself: What makes my situation different from any other entrepreneur?

I realized that if I was going to succeed as a freelancer and consultant, I would have to do what every successful entrepreneur does: position myself as a member of the business community, and truly become part of that community by joining a professional association.

And that's exactly what I did, by becoming a member of the WBN.

I attended my first meeting last April as a guest, and had the opportunity to connect with a "buddy" for the evening. This was a fantastic way to be introduced to many long-time members, and to get a feel for how the events usually go, from the social and networking segments through dinner and on to the professional development and learning sessions.

Though I had attended many business-oriented events already, joining the

WBN has given me plenty of new resources. In addition to having access to guest speakers and panel discussions, I received great advice on developing my leadership skills, had opportunities to showcase my consulting and freelancing services as an event sponsor and exhibitor, and connected with dozens of corporate contacts and fellow solo entrepreneurs.

[read more](#)

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



Early Bird Memberships Available Now Until August 15

Single Membership
\$350
Corporate Membership
\$450

www.womensbusinessnetwork.net

WBN Mission

To promote and support women in business through personal and professional growth opportunities

WBN Vision

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



Shine a light on your business by hosting a Business Spotlight event this upcoming WBN season. It's a great way to connect with fellow WBN members on a more personal level while you showcase your business.

There are eight available dates this year. Selection of hosts will be made based on fulfillment of all the criteria and evaluation of your submission.

Please fill out the application [on the website](#) to ensure you get a spot.

- Just login to the [WBN website](#)
- On your Dashboard, click on the tab "Apply to Host a Business Spotlight Event" to get the application
- Fill out the application with your details

Deadline to submit an application is August 31.

If your business is selected, you'll be notified on September 6.



WBN Sponsorship Opportunities Available

Increase your visibility and engage with attendees

The Women's Business Network provides a unique opportunity for businesses to target relevant professionals from a variety of industries and sectors at our events.

We encourage you to take advantage of this unique opportunity to participate as a sponsor where you can strengthen your marketing and branding efforts, attract more booth traffic, and network and engage with hundreds of attendees.

Please [review our three sponsorship packages](#) that are available for our September, December and June events - which gather the largest number of attendees - to view the associated benefits available with each one, and to

see which one meets your particular marketing objectives.

If you're interested in sharing a sponsorship package with another business or organization, that's also an option - just let us know! If you don't have one in mind, we'll do our best to partner you with a co-sponsor.

For our September 14 event, we'd appreciate having our sponsorship secured by August 30. This is our 2016-2017 season opener and promises to draw a large audience. It will also feature amazing headliner, Barb Stegemann, a best-selling author and seasoned businesswoman who was the first woman from Atlantic Canada to have successfully pitched and landed a venture capital deal on CBC's Dragons' Den, and was also named one of Canada's Top 100 Most Powerful Women.

For further information on ways in which you can raise your company's profile through sponsorship marketing at the WBN, please contact our Director's at Large, Colleen or Glenda at director@womensbusinessnetwork.net.

[Select your sponsorship opportunity today!](#)



September Speaker

Barbara Stegemann's entrepreneurial vision was formed after her best friend-a soldier-was severely wounded in Afghanistan. Understanding that supporting Afghanistan's economy was a key to building

stability for its people, Stegemann created The 7 Virtues Beauty, a company that sources organic oils from countries (such as Afghanistan, Haiti the Middle East and Rwanda) experiencing turmoil to encourage change and to reverse the effects of war and poverty.

Stegemann became known to millions of Canadians when she became the first woman from Atlantic Canada to land a venture-capital deal on the CBC TV show Dragons' Den for The 7 Virtues Beauty Inc. She went on to become the "Top Game Changer" in the history of the show for her social enterprise.

Since then, Stegemann was named one of Canada's Top 100 Most Powerful Women in Canada; won the Ernst & Young "Entrepreneur of the Year Award in the emerging Entrepreneur category for Atlantic Canada"; was ranked as one of Profit Guide magazine's "Top 30 Cool and Fabulous Canadian Entrepreneurs", her fragrance collection won Chatelaine's "Beauty 100 Award."

[Read more here](#)



ADVERTISE

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Looking for a great way to get your message or product out to both WBN members each month as well as interested community members?

Consider placing an ad with the WBN in one of the newsletters or other monthly e-blasts. Traditional ads as headers, footers or sidebars are available to purchase for the entire year or video ads can be purchased on a monthly basis.

For more information, [read here](#) or email news@womensbusinessnetwork.net

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105 YEARS

karen@peterboroughchamber.ca

2016-2017

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