



Visit **Motion Specialties**  
**Peterborough** Online

ANDREA SHEWELL has over 20 years experience as a Certified Mastectomy Fitter.



May 23, 2014

## Hello

The final event of the 2013-2014 WBN year is fast approaching, find out what's in store below.

This issue also contains some fun photos, important anti-spam information and two other interesting videos.

Feel free to scroll through or use the "In This Issue" menu to jump right to an area you are interested in.

## President's Message

Hello!

Thank you for your understanding last month with the sudden cancellation of our speaker. I know many of you were disappointed, but you didn't disappoint me... I knew you were a classy bunch!

Our last member meeting for this membership year will be fun and social, but that doesn't mean you can't manage to do some networking. Sometimes the best connections are made when we're relaxed and not too focused on business matters.

Next week the Board - both old and new members - will be cloistered away in a strategic planning session to address some of the results of our survey. Thank you to all who took the time to respond. Obviously we can't be all things to all members, but next year is already shaping up to be fabulous! (in my humble opinion...)

See you all on June 4th!



## IN THIS ISSUE

[President's Message](#)

[Pictures from this Month - Video](#)

[Our WBN Grand Finale - June 4th](#)

[Prize Donations](#)

[Board News](#)

[Our Last Great Spotlight Event](#)

[Anti-Spam Legislation](#)

[Member News](#)

[Survey Results](#)

[Feature Article - Social Media Matters](#)

[Keep your Goals to Yourself - Video](#)

[New Members](#)

[Post a Comment](#)

[Board Members](#)

## Quick Links

[WBN Website](#)

[Guest Registration](#)

[WBN Store](#)

[Member Directory](#)

[Board Members](#)

[Join the WBN](#)

[Program Information](#)

## WBN Member Ads

Take care,

Gwyneth  
WBN President

## Captured in Pictures

This video captures a few great WBN moments:



**WBN May 2014**

For more pictures check out our Facebook page: [f](#)

## Member Meeting June 4, 2014



Get ready to socialize, eat well and be entertained!

Our final Member Meeting of the year will begin with time socializing with friends on the Holiday Inn Patio, enjoying appetizers and some music by Shai Peer.

- Tenjing Spring Rolls, Mushroom Crepes, Bacon Wrapped Scallops, Baked Brie, Cheese and Crackers and Non- Alcoholic Punch

Once we take our seats we will be treated to a yummy summer themed buffet:

- Salad Bar, Sweet Potato Salad, Pinwheel Fries, Grilled Chicken Sandwich, Homemade Veggie Burger (vegan), Sausage in a Bun, Humringer Burger (2013 champion), Lamb Burger and of course Dessert

All this followed by the evening's entertainment - a show by the Citiots - Peterborough's Number One improv troupe whose spontaneity, energy and wit is guaranteed to entertain.



**Black Cap**  
DESIGN

Web Design & Development



Carrie Wakeford  
Project Manager

[www.blackcapdesign.com](http://www.blackcapdesign.com)



dog walking  
leash training  
specialized care

Cheri Anderson  
Professional Dog Companion  
[info@thecrateescapePTBO.com](mailto:info@thecrateescapePTBO.com)



it's all about your dog

### 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](#)



Sitting With The Citiots Trailer



## May Door Prizes

### Thank you:

[Lisa Smith](#) - Holiday Inn  
[Shannon Gray](#) - Sugar Me Right!  
[Meredith Pilley](#) - Meredith Pilley Counselling Services  
[Monika Carmichael](#) - Trent Valley Honda  
[Wanda Clancy](#) - PartyLite  
[Karen August](#) - Chamber of Commerce  
[Lisa Smith](#) - Holiday Inn  
[Anne Arnold](#) - The Venue  
[Karen Fisher](#) - Peterborough Kids  
[Colleen Carruthers](#) - The T-R Group Inc.  
[Peggy Shaughnessy](#) - Red Path  
[Michele Kadwell-Chalmers](#) - Original Flame  
[Vikki Etechells](#) - Alternatives

## It's Not Too Late to Donate

Donate a draw prize (\$50 value) for the June WBN meeting and you will have the opportunity to present your prize and spend 30 seconds telling the entire membership who you are and what you do.

For more information contact [Theresa Foley](#).

## Board News

**Board Members:** Learn all about the new WBN Board members for 2014-2015 by clicking on our [Elections Page](#). (Andrea McLeod, Betty Johnson, Denise Travers, Glenda Vandermeulen, Louise Shea and Catia Skinner). Returning board members include Gwyneth James, Cheri Anderson, Sofie Andreou, Cara O'Grady, Theresa Foley and Carrie Wakeford. A big thank you to our outgoing board members Marilyn Cassidy, Carolyn Corp, Lisa Gorgerat and Tracy Huang.

**Ombudsperson:** The WBN is an organization that is designed to be inclusive, supportive and positive. You have 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 [Carolyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

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

[Back to Top](#)

## May's Business Spotlight Success



Another spectacular Spotlight at Cornerstone Family Dentistry with Dr. Judith Buys and her fantastic team.

We were all treated to tasty treats from B.E. Catering and the Pastry Peddler in Millbrook. The WBN membership must have made quite the impression on Dr. Buys as she purchased 6 cases of wine in anticipation of our visit! However, she didn't need to bribe us as she filled the evening with tours and presentations plus every person was invited to join in a photo-shoot.

We learned about teeth whitening and invisalign (invisible braces) and after a plethora of prizes we each were given a goodie bag with a toothbrush, toothpaste, floss and great information.

Thank you Dr. Buys and your entire team of spectacular women. We learned a lot and had a fantastic evening together.

Theresa Foley  
Director at Large

## Anti-Spam Legislation

Sofie created a video for us explaining the Canadian Anti-Spam Legislation.



**How to become CASL Compliant in 3 Steps**

For more information visit Sofie's [blog](#).

## Member News



**Michele Kadwell-Chalmers:** [The Original Flame](#) is getting ready for summer! Looking to relax in a hammock? Perhaps a fire pot to illuminate your backyard? Or a fire table to gather around on a cool summer evening with family & friends. Drop by The Original Flame to beautify your outdoor space. All Regency fire tables & outdoor fireplaces are on sale til May 31st! 982 Hwy 7, 2 kms east of TV RD.

**Shannon Gray:** [Sugar Me Right!](#) wants to let everyone know that we are moving. Our new location, 291 Charlotte St, is scheduled for July 1st. New signage, improved parking, as well as more treatment rooms to serve you, will improve the customer's experience at Sugar Me Right! Check the Facebook page for details on the July Customer Appreciation Day.

**Marlaine Bennett:** The secret is out! [Bennett's Home Furnishings](#) bought a new location on Park St. and will need to move everything in the store! Stay tuned to radio and newspaper for huge savings on stock inventory. Our daughter Jasmine and her husband Tyler, have joined with us as the 4th generation. They're excited and determined to give customers excellence in the future.

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](mailto:news@womensbusinessnetwork.net).

---

## Survey Results

We learned a lot about the people who completed our recent WBN survey.

For example, we know:

- Members join the WBN for business development, personal development and networking.
- 87% of members liked the addition of table facilitators.
- 89.7% say they are receiving just the right amount of e-blast and newsletter information.

To learn more, read the summary of our survey: [Survey Summary](#).

Thank you to everyone who helped us by completing the survey. The board will use the information at our two day strategic planning session this month.

---

## Book Review

Marlaine Bennett: Business Book Review

"One Hundred Thirteen Million MARKETS OF ONE".

How the New Economic Order can remake the American Economy. The recent focus on "the one percent", called "NEOS" short for New Economic Order, are a group that has come to be associated with wealth and power, but can't be defined by age, gender or income and are responsible for those thriving parts of the economy. Who are they?

---

## Social Media Matters

Does it really?

Networking in the 21st century. Businesses consistently say that 'word of mouth' is their best source for growth; Social Media enables you to broaden your 'word of mouth' reach. It's not going by the wayside any time soon, in fact it's still growing... embrace it!

Interestingly enough - there are still entrepreneurs & businesses alike that just don't get it - they're failing to grasp the concept, potential and importance surrounding the power of social media.

Why the Apprehension or Fear? (Can you relate?)

- I can't mix personal & business.
- I don't know where to start & I don't know what to post.
- None of my contacts are on social media. (Really?)
- I don't have the time or the resources.
- I don't know which Social Media platform to use.
- What can social media do for my business?

The list could go on, but I think you get the point.

Let's expand on the last one...

What can Social Media do for you & your Business?

- Increase exposure & site traffic
- Create brand awareness, build brand trust & loyalty
- Develop & nurture relationships
- Improve search rankings
- Establish a community for people to share their experiences with you & with each other

There are far more benefits - but what I wanted to emphasize is this... Businesses of every kind & size (not just online businesses) - entrepreneurs, non-profits, corporate, small & medium, bricks & mortar - can and are benefiting by utilizing Social Media strategies.

Are you investing in social media for you & your business?

Let's be clear - you don't have to be everywhere, and you don't have to be doing everything. But - you do need to get started, and once you've started, you need to be consistent.

To do it right - you'll want to take the time to devise & execute a strategy that's specifically tailored to you & your company. Because, frankly a one-size fits all option really doesn't apply.

Where Do You Start? I'd suggest starting with the end in mind.

- What's your end goal (what's your desired outcome - leads, sales, traffic, friends)?
- Know who are you - what do you & your businesses do (what do you offer)? You need to know this so you can convey your message concisely to your audience.
- Determine what social channels your audience/clients are using most frequently (that's where you want to be - go where your audience is).
- Decide how much time and resources you have to invest in this new project, once you start you need to be consistent.

Once you've committed to forging forward with Social Media, you'll want to set up your company pages and profiles on the social media platforms you intend to use; such as Facebook, Twitter, LinkedIn, Google +, Instagram, & Pinterest, just to name a few!

The key to understand is that each platform does something slightly different so it's in your best interest to understand how they work.

Take a deep breath and remember what I said earlier... "You don't have to be everywhere, and you don't have to be doing everything, but you do need to get started."

What should you be posting? That's totally up to you - here are a few suggestions:

- Be interesting, funny, & engaging
- Keep it original & be real - in other words, don't try to be someone you're not (believe it or not your audience will know)
- Use Visuals - photos/images are more interesting than plain text (more engaging too)
- Informational & Educational content is always a hit
- Use the "80/20 Rule" - 80% content and 20% about you & your business
- Ask your audience what they're interested in - they'll tell you. Take time to get to know your audience - there likes & dislikes. (You'll find this out once you start sharing content and finding out what works).

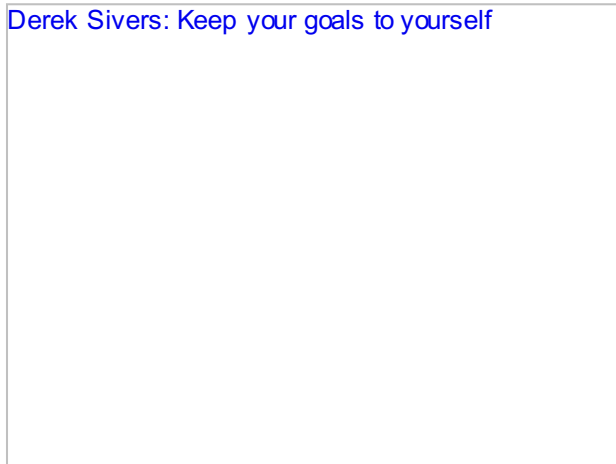
There are lots of free resources available to help you get started & keep you on track.

Just remember to have fun & be consistent, and your Social Networking will grow & flourish.

For more information connect with me [Lorie Gill](#) of [GILL Solutions](#).

## A Few Secrets

[Derek Sivers: Keep your goals to yourself](#)



Derek Sivers: Keep your goals to yourself

Most people have work and personal life goals to keep them focused and moving forward, but Derek Sivers suggest that it may be best to have a few secrets.

Perhaps it's better to share plans that have been launched and goals that have been reached rather than sharing new goals.

## Membership

## Spread the Word

Our membership continues to grow.

Please welcome:

**Monique Howat:** Motivation & Strategies

Note: You will remember Monique as our speaker last month. She enjoyed the WBN so much she became a member.

**Lynda Ethier:** Kawartha TV & Stereo

---

## Post a Comment

Last month we celebrated WBN Member of the Year winner Cheri Anderson. But, did you know that you can recognize WBN members year-round? You can post comments anytime by logging into our website and clicking on "[Member of the Year](#)".

---

## 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: [Gwyneth James](#), 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: [Carolyn 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:  
[news@womensbusinessnetwork.net](mailto:news@womensbusinessnetwork.net)

[Back to Top](#)



**Caring for your smile since 1987.**  
**Dental referrals not necessary.**

Peterborough & Lakefield  
705 742-7703 705 652-6604  
1 888 742-7775  
[www.pagetdentureclinic.com](http://www.pagetdentureclinic.com)

**Paget**  
DENTURE CLINIC

Wayne Paget, Wanda Hope, Kimberley Paget

f YouTube t @PagetDenture

Copyright © 2013. All Rights Reserved.