



# Network News



CONNECT ♦ DEVELOP ♦ GROW



## Visit Motion Specialties Peterborough Online



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



September 24, 2013

### Hello

We have a lot of news to share this month. We invite you to scroll through the newsletter or use the "In This Issue" menu to the right to jump to a specific area.

You will also notice this month's newsletter includes new "clickable" header, footer and sidebar ads as well as a video ad.

We still have room if you want to promote your business in our member and/or our community newsletter. You can purchase sidebar or video ads at our [WBN store](#) or you can contact Carrie Wakeford at: [news@womensbusinessnetwork.net](mailto:news@womensbusinessnetwork.net).

## President's Message

### Hello WBN!

I don't know about you, but my sides are still hurting from laughing so much at our September meeting! Carole Bertuzzi Luciani brought the house down with her hilarious insights on the relationship between stress and humour, while subtly slipping in some great takeaway points on how to change your mood from glum to chipper using positivity. I think it was a great way to start our year!



I am really excited about October's presentation by etiquette expert Jan Cottle - it is so valuable to be aware of all the little "faux pas" that we can easily cut from our day to day business interactions. Jan's expertise will surely make October's presentation one of the "do not miss" professional development events of the year.

In September, we rolled out a few changes to our usual routine, and

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### WBN Member Ads

there will be a few other enhancements to come.

Last meeting we saw a reduced speaking time at the podium and facilitated networking at the tables to increase the opportunities to make connections over our dinnertime.

The buffet meal gave everyone an option to control what they wanted to eat and how much of it they wanted to! Love salad? Fill your boots! Want to skip dinner and head right to dessert? You deserve it! The point is that our new buffet format will mean more variety, more time spent socializing and hopefully leave everyone satisfied, full and ready to engage with our speakers.

Another change was to our pre-meeting exhibitor tables. This year, we are piloting a project to enhance revenues without increasing membership fees in order to steer more funding towards speakers. Part of this effort is introducing a \$35 fee for an exhibitor table as opposed to a door prize. After three years of in depth survey feedback, the decision was made to try to create more revenue through nominal fee for use services like exhibitor tables and enhanced advertising opportunities. We hope that these changes will allow future boards the resources they need to continue to book the kind of high-caliber speakers and professional development experts that the WBN has become so well known for in our community.

Finally, we are attempting to "change up" the December meeting event based on feedback from the past three years, and we need your help! We are looking for "a few good women" to join the planning committee for this event, so please get in touch with me directly if you'd like to put on your thinking hat and help us find a new way to celebrate the holiday season with our membership.

Each month, we'll use the newly launched newsletter to discuss the kinds of enhancement the 2013-2014 year will bring, so keep your eyes here for more important announcements in the months to come!

I look forward to seeing all of you on October 2nd!

Cheers,  
[Adrienne Richard](#)  
2013-2014 President

## Speaker: October 2, 2013

### Jan Cottle - Top 10 Business Faux Pas

With more than two decades as a successful entrepreneur in the hospitality industry including successful ownership of an historic English Country Inn, a Bistro Café and an English Tearoom, Jan has unique insight into the use of etiquette and protocol in all social and business settings.

Jan is certified in Etiquette, Leadership and International Protocol with the renowned Etiquette Leadership Institute, Athens, Georgia and The Protocol School of Washington, Washington DC. Blending a professional and direct approach Jan presents in an interactive and entertaining format appealing to young people, students and business professionals alike.

Her enthusiastic personality combined with her engaging relational skills for all ages and great sense of humor ensure stimulating, enjoyable and rewarding training session.



**Black Cap**  
DESIGN

Web Design & Development



Carrie Wakeford

Project Manager

[carrie@blackcapdesign.com](mailto:carrie@blackcapdesign.com)

dog walking  
leash training  
specialized care

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

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*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](#).

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For more details, download the

Learn more about Jan by visiting the [program page](#) of our website.

## Captured in Pictures

This video captures a few WBN moments: Our Member Meeting, the Prosperity Trade Show with the Chamber and our Business Spotlight with Mary McGee at the Highland Park Funeral Centre.



WBN September Events

For more WBN pictures visit us on Facebook: 

## Complete our Poll

We are listening:

Let us know what you think by completing this poll:

[What type of speaker do you prefer?](#)

## Board News

**Share:** If you're a WBN member you can participate in the newsletter by submitting content. To find out how you can contribute, visit the "Newsletter Opportunities" section at the bottom of this newsletter.

**Advertise:** If you would like to advertise in the newsletter, or in our e-blasts, you have several options including header and footer ads, sidebar ads and video ads. For more information see the PDF "[WBN Ad Sales-Sheet](#)" or contact Carrie Wakeford at [news@womensbusinessnetwork.net](mailto:news@womensbusinessnetwork.net).

**Comment:** Email us a 40 word quote describing why you love the WBN and we will add it to our website. You can use the form on our [WBN Newsletter](#) page.

**Join:** We are pleased to announce that the WBN Director at Large position has been filled. We welcome Theresa Foley to the team. If you are interested in joining the board next year, please contact Cheri Anderson: [pastpresident@womensbusinessnetwork.net](mailto:pastpresident@womensbusinessnetwork.net)

**Plan:** Share your party planning skills - join our December event planning committee, with Adrienne Richard: [president@womensbusinessnetwork.net](mailto:president@womensbusinessnetwork.net)

**Mentor:** Assist other members by contacting Donna DuMoulin: [membership@womensbusinessnetwork.net](mailto:membership@womensbusinessnetwork.net)

## September Door Prizes:

Cheri Anderson - [The Crate Escape](#)

Janet McLeod - [East City Flower Shop](#)

Sofie Andreou - [Sofie Andreou & Associates](#)

Bonnie White - [Metabolic Balance](#)

Diana Carter - [Style Boutique](#)

Catherine Dewar - [Investors Group](#)

Tina Johnson - [Fandango](#)

Helen Edwards - [Lansdowne Place](#)

Pat Peeling - [Peterborough Community Futures Development](#)

Roula Kovios - [Signarama](#)

Carle Bertuzzi Luciani - [Speaker](#)

**Exhibit:** Exhibitor Tables: Set up a display table in the Garden Court during the social hour on October 2, 2013. Book online at our [WBN store](#) or contact Cara O'Grady at [program@womensbusinessnetwork.net](mailto:program@womensbusinessnetwork.net).

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## October Business Spotlight

October 9, 2013: WBN host, Michele Kadwell-Chalmers of The Original Flame invites you to join her for an evening of inspiration & education on fireplaces, stoves & outdoor fire features!

Bring your questions, or pictures of your existing fireplace for ideas on how to update the look with a fireplace makeover.

Enjoy refreshments, door prizes & an opportunity to learn more about what is possible in creating a warm gathering place in your home or backyard.

Plenty of parking! 982 Hwy 7 East in the Almost Perfect Frozen Food Plaza, 2 km east of Television Rd.

Check out Michele's interview on CHEX TV Newswatch on [The Original Flame](#) website.

## September Business Spotlight

Our first WBN Spotlight of the year was hosted by Mary McGee and her staff, on September 18th at [Highland Park Funeral Centre](#) (a division of Little Lake Cemetery Co.) on Bensfort Road. Mary set the tone for the evening with a warm welcome and the offer of a glass of wine or punch and a selection of yummy tidbits to sample. The baked brie was a favorite.



Glasses in hand we explored the beautiful funeral home, newly opened in 2010. Tours took place during the evening and when we thought we had seen it all, we were offered a golf cart tour of the grounds.

Mary invited us to ask all the questions we have always been afraid to ask, the cost of everything as well as: who, what, where, when and why of burial and cremation. It is very obvious that a great deal of attention was paid to planning this beautiful building, for example: a large screen in the chapel that allows family members or guests who are unable to attend, to Skype during the service, walls that move to create small intimate spaces or large open spaces and private rooms for family members when they need to get away from it all.

We were also delighted to learn that services can be held at Highland Park Funeral Centre even if you are being interred in another cemetery.

Mary provided a generous door prize which included an evening tour of Little Lake Cemetery followed by a cup of hot chocolate. Lucky Marilyn Cassidy was the winner of the draw. Many thanks to Mary and her staff for an informative, delightful first Business Spotlight.

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## Member News

**Debbie Karpenko:** Waterfront Interiors now offers clients more choice when it comes to window treatments. As well as a Hunter Douglas dealer, Waterfront Interiors carries the complete line of Shade O Matic products. This gives us the opportunity to offer you a window solution that meets all of your needs including functionality, style and budget!! Check us out [www.waterfrontinteriors.ca](http://www.waterfrontinteriors.ca) or call Debbie 705-657-3945

**Michele Kadwell-Chalmers:** The Original Flame has partnered with Regency fireplaces, a Canadian manufacturer of high quality gas & wood burning fireplaces, inserts & stoves. Michele is honoured to work with this strong Canadian company to offer you another choice in your home heating & decorating projects. Regency has been manufacturing stylish & efficient hearth products for over 30 years. Visit [www.theoriginalflame.com](http://www.theoriginalflame.com)

**Donna DuMoulin:** Have you been thinking about a decorating project forever? Well wait no longer! Let Impact Staging and Design introduce you to our extensive line of custom blinds and drapery; reupholster your chair; assist you with paint colour selection, new flooring, lighting, or a beautiful new backsplash and countertop. We would be happy to work with you on any size of project. Call Donna @705-931-2381

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Submit your information (60 words or less) for this section by the 10th 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).

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## Community Events

**Yvonne Lai:** Save the Date: 3rd Together We Prosper Conference "The Diversity Advantage" on 5 November at the Holiday Inn organised by Peterborough Partnership Council on Immigrant Integration. Keynote presentation by Fairness Commissioner the Honourable Jean Augustine. A great opportunity for professional development and networking! For more information: <http://www.ppcii.ca/conference>

**Kris Dawson:** Tune in and Turn it Up - Bridges to Better Business City of Kawartha Lakes event. Oct 24th-Admiral Inn, Lindsay. 8:30 to 4:30. Amazing speakers and workshops focused around deepening your communication tactics as a small business owner. Contact me at [kris@puttingpeoplefirstsolutions.com](mailto:kris@puttingpeoplefirstsolutions.com) for more information.

**Lyndsey Fullman:** BRAS, BRAS, BRAS!!! Ladies, you know those itchy bras, scratchy bras, uniboob bras and hot bras that are taking up space in your drawers? Donate them to the Bras Around the Building Campaign for the Canadian Cancer Society. OLG Slots will donate \$1 for every bra donated. If you don't have a bra, make a donation and top up the Ta-Ta's totals. For more info, contact Lyndsey 705-742-3823

**Adrienne Richard** of We Design is also the coordinator for the 10th annual GreenUP Expo, presented by SRP Electric and hosted by Lansdowne Place, in support of GreenUP. We are looking for a few more exhibitors who would like to showcase their sustainable products and services to thousands of local shoppers on October 19th at Lansdowne Place. To download the Exhibitor Package, visit [www.greenexpo.ca](http://www.greenexpo.ca)

**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](mailto:betty.halman-plumley@investorsgroup.com) or call 705 868-2389.

**Sofie Andreou:** If you know of someone who does exceptional service in the community or at an international level, someone who uses their vocation to serve, or someone who does exceptional work. The Rotary Club of Peterborough is calling for Nominations for the Paul Harris Fellow Recognition by September 30th. Winners will be recognized at a celebration dinner on Nov 4, please click here for more information <http://www.peterboroughrotary.ca>.

Submit your information (60 words or less) for this section by the 10th 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)

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## WBN Business Video Ad with Sofie Andreou



Social Media full day conference Oct 9th plus 6 months of self paced access to Webinars, Video Tutorials, eBooks, Online Courses & Optional Certification.

<http://www.socialmediabusinessinstitute.com>

## Feature Article

### Welcoming Newcomers in the Workplace

This months "Feature Article" was submitted by the Peterborough Partnership Council on Immigrant Integration.

\*Adapted from the Newcomer Integration Toolkit.

Attracting and integrating newcomers is important for Peterborough. In terms of attraction, Peterborough has an older population and workforce, thereby making demographic and economic issues more pronounced.

- Immigration is increasing Canada's population 5 times faster than birth rate
- Since 2011 immigration accounts for 100% of labour force growth
- By 2030 immigration will account for 100% of population growth
- In Peterborough Count, the population is shrinking (-2.2%, Canada Statistics 2011)

Some businesses are pushing to attract, retain and integrate newcomers in the workplace since immigrants bring many skills, talents, knowledge, forms of creativity and innovations that contribute to new markets and provide a competitive advantage. There has been a long-standing approach to immigration in Canada where immigrants are viewed as beneficial for economic development and for filling labour shortages (Thurston, 2008).

Immigration is critical to Canada's prosperity; and newcomers provide several other social and cultural benefits to communities across Canada including:

- increasing cultural diversity and understanding; and diversifying the organizational space
- contributing to growth in services and community programs
- building stronger networks among community businesses, institutions and organizations
- increasing the marketability of the community as a tourist destination, and a safe space for international students, visitors and newcomers
- opportunities for productive engagements between individuals and international networks

A welcoming community is one that has a strong desire and commitment to attracting, integrating and retaining newcomers and actively creates an environment in which newcomers will feel at home. A welcoming community also makes sure that newcomers are able to fully participate in all aspects of community life, which involves providing access to a range of services, programs and meaningful employment opportunities (National Working Group on Small Centre Strategies, 2007).

Immigrant-friendly workplaces can reach out to new Canadians by expanding recruitment methods through culturally sensitive screening practices, recognizing foreign qualifications, supplying immigrant job seekers with information and training through community organizations, and providing help with workplace socialization through bridging and mentoring programs.

Businesses can also assist with integration of newcomers by ensuring staff have received cultural diversity training. The Peterborough Partnership Council on Immigrant Integration (PPCII), a program of the New Canadians Centre (NCC), provides diversity training for organizations. The modules include immigrant friendly workplace policies, cross cultural communication and how to create accessible services and spaces.

For more information, please visit our website at [www.ppcii.ca](http://www.ppcii.ca) or email us at [info@ppcii.ca](mailto:info@ppcii.ca).

### **Would you like to write a Feature Article?**

If you would like to contribute an article to our newsletter, please contact Carrie Wakeford for more information: [news@womensbusinessnetwork.net](mailto:news@womensbusinessnetwork.net).

## **Our WBN Volunteers**

Membership Director Donna DuMoulin, on behalf of the WBN board, would like to say thank you to our current volunteers.

### **Mentorship Program Volunteers:**

- Cheri Anderson - The Crate Escape - Peterborough
- Jeannine Taylor - kawarthaNOW.com and Silpada Designs

## Networking Facilitators:

- Tracy Huang - Sun Life Financial
- Jeanine Taylor - kawarthaNOW.com and Silpada Designs
- Ethel Shackleton - Insurance & Investment Services
- Betty Halman-Plumely - Investors Group
- Anne Arnold - Gord Arnold Home Inspections
- Kerri Davies - Canadian Mental Health Association
- Debbie Smith - Investors Group
- Marlaine Bennett - Bennett's Home Furnishings
- Bonnie White - Immunotec Independent Consultant - Metabolic Balance

## Business Tips

**Networking Tip:** The Women's Business Network is a great place to expand your business contacts and grow your business. For example, you will have the opportunity to sit with a different group of women at every meeting. Take the time to introduce yourself and exchange business cards at your table, before the evening gets busy with the main event.

**Social Media Tip:** Set a goal of meeting at least one person at each WBN event that you can connect with the next day through social media (e.g. LinkedIn, Facebook, Twitter).

**Membership Tip:** Make the most of your membership by taking advantage of our "Member Directory". For example, if you're in need of an Accountant, log into your WBN account and search the Membership Directory for all WBN members offering accounting services.

## You Could Win...

Which WBN member organization contributed the "Feature Article" for this newsletter?

WBN members can enter a draw by going to our Facebook page and posting the correct answer. We ask you to like our page too! 



The draw will be held September 30th at noon. The prize - a seat at the speakers table October 2, 2013. Enjoy dinner with our October guest speaker Jan Cottle.

## Quiet - Video - Susan Cain

Are you the type of person who prefers listening to speaking, reading to partying, who innovates and creates but dislikes self-promotion? If you answer yes, you may be an introvert.

Do you believe that you need to be extroverted to be successful in business? Susan Cain explains that introverts often excel in sales because of their ability to listen. She quotes one salesperson as saying "people don't buy from me because they understand what I'm selling. They buy because they feel understood."

Watch Susan's very popular and entertaining Ted Talk:



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## New Members

### Spread the Word

Our membership continues to grow. We have new members to welcome and members with new ventures:

- Donna Bennett: Westben Arts Festival Theatre
- Shannon Gray: Sugar Me Right!
- Janet Irvén: Snap Event Pics Ltd.
- Tammy Simon: Artbox
- Shannon Fisher: 5 Fish Ventures
- Anne Young: Autumn Treasures Fine Artisan Show
- Lorie Gill: GILL Solutions
- Lisa Clark: Community Living Peterborough
- Meredith Pilley: dp Counselling Services
- Glenda Vandermeulen: Vandermeulen Plumbing Ltd.
- Cathy Martin: Gauvreau & Associates Chartered Professional Accountant
- Tracey Randall: Peterborough Musicfest
- Catherine Dewar: Investors Group Financial Services Inc.
- Zelia Weber: Global HR Centre Inc.
- Carley Stenson: Anywhere But Here
- Debbie Smith: Investors Group
- Kim Holmes: Holmes4Media/Magic96.7
- Cheri Anderson: The Crate Escape

Please share the link to our [Membership Page](#) with anyone who could benefit from joining the WBN.

If your interested in mentoring new members, please contact Donna DuMoulin at: [membership@womensbusinessnetwork.net](mailto:membership@womensbusinessnetwork.net)

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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 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: [Wanda Clancy](#), Member RSVP's, Guest Reservation

Membership Director: [Donna DuMoulin](#), 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

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

Strategic Planning Director: [Marilyn Cassidy](#)

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## 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)

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Wayne Paget, Melissa Hope, Kimberley Paget