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September 23, 2014

Hello

We are off to a very good start. September included an amazing speaker, lots of networking and a huge WBN presence at the Chamber of Commerce Prosperity Show and of course First Place in the Non-Profit division of the 2014 Peterborough Chamber of Commerce Corporate Run & Relay (Sofie Andreou, Denise Travers, Marilyn Cassidy, Gwyneth James).



The WBN also had lots of media coverage this month including [CHEX](#) and the [Examiner](#).

Then most recently this great Kawartha Now article by Jeanne Pengelly, "[It was my first time at Women's Business Network and I was a bundle of nerves.](#)"

Next month includes the return of our Business Spotlights and another amazing speaker. Read on for all the details.

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WBN Member Ads

President's Message

Hello ladies!

It was lovely to see all of you again at our meeting earlier this month. I have heard nothing but positive reviews of our speaker, Richard Robbins, and of the event in general. It's a hard act to follow, but I'm sure October's meeting will also be amazing as we welcome Teresa Easler. Teresa will provide practical business tips on the power of connecting through communications.



This month our meal will be a seated dinner in response to some members who missed that aspect of our gatherings.

As your Board continues to focus on the "B" in WBN, we are co-hosting in a mayoral debate with the [Peterborough DBIA](#) and Chamber of Commerce at 6:30, on October 9th at The Venue. Please [email me](#) if you have any questions you would like to ask the candidates.

There's always lots going on behind the scenes - the Board and many other volunteers are involved in planning Spotlights, the Christmas Gala, and ways to provide the best value for your hard-earned membership dollar.

Please be sure to take advantage of all the member benefits that are available so you can connect with other businesswomen, develop your skills, and grow your business.

Take care,
Gwyneth
WBN President



**Betty Johnson's
Home Selling Team**
cell: 705-749-7934
betty@bettysellshomes.net
RE/MAX Eastern Realty Inc., Brokerage



Carrie Wakeford



Black Cap
DESIGN

Web Design & Development
www.blackcapdesign.com

Captured in Pictures

This video captures a few great WBN moments:



WBN September Connections

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

WBN Advertising Opportunities

Check out the header, footer and sidebar ads in this newsletter. You will also find ads in all the e-blasts you receive this year. These ads look amazing! To learn more, just click on any of the ads to go directly to the company website.

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We still have a few advertising spaces available.

For more information contact Member Communications Director [Carrie Wakeford](#).

Board News - New This Year

WBN Blog: Please check out the new WBN Blog for new articles and information. 

Corporate Guest Rate: There is a new "guest" rate of \$30.00 for corporate members' employees. For more information contact Membership Director [Glenda Vandermeulen](#)

WBN Member Business Showcase: Take advantage of the "WBN Member Business Showcase". We're reducing the exhibitor table price to \$20 and offering a free community table where members can display marketing materials for free. If you have any questions, please contact [Program Directors](#) Cara O'Grady or Denise Travers.

Door Prizes: Donate a door prize (value \$35.00) and have the opportunity to introduce yourself and your business as you draw the winning ticket. For more information please contact [Directors at Large](#) Louise Shea or Catia Skinner.

Lunchbox Learning: This year WBN members can attend the Chamber of Commerce "Lunchbox Learning" sessions for free. October 15th it's Sofie Andreou speaking about "Marketing Through Social Media". To register, please email reception@peterboroughchamber.ca

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A Member Benefit - Member Profiles

Imagine the you have just arrived home from a WBN event to realize you didn't get the business card of the person you had been chatting with all evening. You promised them you would follow up. You log into the WBN website and find their profile including their name, picture, email address, website link and a description of their business - perfect!

One of the benefits of membership is your access to the WBN Member Directory. If you're logged into the [WBN website](#), you can click on the links in this newsletter to visit a profile, or you can search for the profile of any of member.

So when you have a moment, check that you have a picture and an updated profile, including a link to your website and a brief description of your business.

"A Picture is Worth a 1000 Words."

Teresa Easler October 1, 2014

SHOWPLACE



Your Ad Here

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

To book your ad, contact Member Communications Director [Carrie Wakeford](#).

Whether guiding business leaders to reach new heights, coaching individuals to increase results by bettering their presentation skills, or working with companies to grow their sales and create new systems and processes, Teresa works with joyful determination to ensure her clients leave their time together challenged, and in an enhanced position to increase revenues. Teresa has found there are certain universal principles that work consistently. "When we communicate from the best of who we are," she says, "from what's most important to us, we inspire ourselves and we can inspire others. There's communication, not just data exchange."



After many years of consulting with her corporate clients, Teresa realized companies needed help with their messaging, marketing and overall communication strategy, so she formed Connect To The Core Inc. because she truly believes at the core of all success is great communication, and at the core of all great communication is connection.

It is now over 30 years since she started and Teresa has helped thousands of individuals and hundreds of companies reach their goals. She is now in her element, and has created The Passion-Based Company, a process that generates the missing links between a product or service offering and good communication. It is a systematic approach to communication and sales that make it easy, simple, repeatable, and clear and have lead her clients to remarkable results. "I feel truly blessed to be doing something I love and am passionate about in my business," she says, adding "I want to help people get in touch with their passion so they can be as happy as I am going to work everyday!"

For more information visit the [WBN website](#). You can also visit Teresa at www.connecttothecore.com.

Full Schedule

October 1, 2014: **Teresa Easler** - Connect to the Core

November 5, 2014: **Peterborough's Empowering Women**
- Maryam Monsef, Peggy Shaughnessy and Kerri Davies

December 3, 2014: **Christmas Gala** and YWCA Auction for Crossroads - Details Below

January 7, 2015: **Nina Spencer** - Skills for Every Professional's Future

February 4, 2015: Our WBN **Networking Event** - with a twist

March 4, 2015: WBN **Trade Show**

April 1, 2015: **Local Resources for Your Business**

May 6, 2015: **Claudia Harvey** - Creating a Business

For details, visit the [Program Page](#) of our website.

WBN Business Spotlight

I would like to invite you to the first WBN Business Spotlight of the year at the [Peterborough Inn and Suites](#), on Wednesday, October 8th, 2014.

Please join us for a tour of the hotel, showcasing our beautiful signature suites. We will have refreshments and we will also be giving away a free night stay that will include a bottle of wine and a bath set.

We are at 312 George Street, just south of Charlotte. Parking for the hotel is in the King Street parking garage and is free to all our guests.

[Jasleen Sahni](#)

Commemorating a LIFE IN A DAY

Feature Article by Mary McGee, Chief Executive Officer, [Highland Park Funeral Centre/Little Lake Cemetery Co.](#)



By turning the well-known phrase "a day in the life" around to "a life in a day", we gather the essence and purpose of the funeral/ memorial service.

Funeral/Memorial ceremonies have been part of the spiritual and social framework of the human culture for thousands of years. And although the details of the ceremonies may vary greatly according to customs and beliefs, the service shares a common purpose - to honor and remember a life that has passed.

[Read more...](#)

Member News

Michele Kadwell-Chalmers - [The Original Flame](#) is on Twitter (@originalflameon) and Facebook - The Original Flame. We would love to take the opportunity to visit with you from 9:30-5 Tuesday to Friday and 10-2 on Saturdays to discuss the wide and unique variety of hearth options we have access to. We carry wood, gas, propane & pellet stoves & inserts! 982 Hwy 7 East Peterborough in the Almost Perfect Frozen Food Plaza.

Elaine DeCunha - Spirits and Splatters is having a Painting Party at Riley's on Sept.24, 7-930 PM. A great way to mix, mingle and paint! You complete a 16x20 painting taught step by step by a local artist, while enjoying some cocktails and great conversation. Fabulous creative fun. Life is a like a great big canvas, throw as much paint on as you can! Visit our website for details...www.spiritsandsplatters.com

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.

WBN Communication

As a WBN member, you will receive our e-Newsletters and other WBN e-communications, like an e-blast inviting you to a WBN Business Spotlight Event.

As an active WBN member you are also able to communicate directly with individual members through our membership directory. Of course, like all your communications, you need to give individual members the option to unsubscribe from your communications.

Christmas Gala Auction

Be a part of our fabulous Auction.

Do you have a one-of-a-kind product or experience you would like our audience to know about? Donate your item, get noticed, and help save and change lives for local women and their families. Proceeds go to the YWCA.

For more information contact [Program Directors](#) Cara O'Grady or Denise Travers.

September Door Prizes

Thank you to everyone who donated a Door Prize at our September Meeting.

Cammie Jaquays - [Trent University](#)
Diane Camelford - [Lansdowne Place](#)
Theresa Foley - [Showplace Performance Centre](#)
Janet McLeod - [East City Flower Shop](#)
Anne Arnold - [Kawartha Entertainment Group Inc. The Venue](#)
Andrea Shewell - [Motion Specialties](#)

If you would like to donate a Door Prize next month, please contact [Louise Shea](#) or [Catia Skinner](#).

Connect, Develop, Grow

Interested in increasing your voice at the board level? Please contact us using the links below if you would like to join one of the WBN committees.

Marketing and Communications Committee

- [Sofie Andreou](#)
- [Carrie Wakeford](#)
- [Catia Skinner](#)
- [Louise Shea](#)
- Marilyn Cassidy

Membership Committee

- [Glenda Vandermeulen](#)
- Susan Dunkley
- Jeannine Taylor

Program Committee

- [Cara O'Grady](#)
- [Denise Travers](#)

Strategic Planning Committee

- [Theresa Foley](#)

New WBN Members

Our membership continues to grow.

We have new members to welcome and members with new ventures. To see the profiles of our new members, log into our [website](#) and then click on the links below.

Please watch for our New Members at the next meeting so you can extend a WBN welcome. You can always find our new members by looking for the "New Member" badges.

[Tanya Altenburg](#) - Brant Basics
[Lorraine Leonard](#) - Dolls and Daughters/Jockeyp2p
[Elaine DeCunha](#) - Spirits and Splatters
[Christina Jones](#) - Dr. Chris Moore Dentistry
[Theresa Foley](#) - Showplace Performance Centre
[Jennifer Moore](#) - Ontario College Retirees' Association
[Susan Ross](#) - Employment Planning & Counselling
[Florence Kelly](#) - Cora Breakfast and Lunch
[Melinda Masters](#) - Melinda's Custom Sewing
[Janice Towse](#) - Skin Laser Clinic
[Nicole Gagliardi](#) - Community Foundation of Greater Peterborough
[Brenda Cowan](#) - The Ear Depot
[Darlene MacDonald](#) - Independent Consultant - Sunset Gourmet
[Kathleen Gordon](#) - Peterborough Retirement Residence
[Deborah Munisso](#) - Alternative Enterprises
[Tammy Simon](#) - Regional Health Centre Foundation
[Susan Joyce](#) - Healthy Foundations Naturopathic Clinic
[Joanna Smeeth](#) - Alair Homes
[Louise Racine](#) - Thirteen Moons Wellness
[Lillian Foulkes](#) - Nerium International
[Jill Bradley](#) - Viamede Resort
[Danielle Coughlin](#) - T-Zone Peterborough
[Cindy MacPherson](#) - Canterbreeze Stables
[Judy O'Brien](#) - Peterborough Humane Society
[Denyse Sanderson](#) - The Otonabee Region Conservation Authority

Board Members (2014-2015)

Through our new WBN Strategic Planning system, the Board has been able to develop both short and long term goals that will enhance your current WBN experience while ensuring the long term success of our organization.

If you have questions or comments, you can contact us through the [Board of Directors](#) page of our website or you can use the links below.

WBN Board of Directors 2014-2015

President: [Gwyneth James](#), Member Concerns, Protocol

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

Treasurer: [Andrea McLeod](#)

Secretary: [Betty Johnson](#) Member RSVP's, Guest Reservation, Cancellations

Membership Director: [Glenda Vandermeulen](#) Membership Information, Application & Rates and Badges

Program Directors: [Cara O'Grady](#), and [Denise Travers](#) 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

Directors at Large: [Louise Shea](#) and [Catia Skinner](#) Spotlight Events, Online Store Community Involvement, Ombudsperson

Strategic Planning Director: [Theresa Foley](#)

Member Benefits

1. Linkable ads and video ads in our e-newsletters or e-blasts sent to both Members and the Community at large!
2. Write a Feature Article (up to 600 words)
3. Member News - business, products or services updates - complete the [form](#) on the WBN website
4. Community Events - information about community work you're involved in - complete the [form](#) on the WBN website

For more information contact Carrie Wakeford at: news@womensbusinessnetwork.net

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