



Network News



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October 18, 2013

Hello

Once again we have a lot of great information to share, including our December Holiday Event announcement and many updates from our members in the Member News section.

Feel free to scroll through the newsletter or you can use the "In This Issue" menu to the right to jump to a specific area.

President's Message

Greetings!

One of the things I am most grateful to the WBN for is the opportunity to make connections. I don't just mean the mechanical passing of business cards and thin sounding promises to "do lunch," I mean the kind of real, dynamic connections that open up possibilities, opportunities and really expand our horizons.

Being a part of the WBN doesn't just mean the opportunity to network for new clients; it can mean the opportunity for new collaborations!

Last year, [PK Smith](#) spoke to our group about co-creation - the idea that we can create new opportunities and innovations by collaborating - not competing - with like-minded people.

I think the WBN excels in creating such energy. Our members work together to create new businesses, new employment opportunities and partnerships that benefit the businesses - and people - of our community. I'm proud to be a member of such an inclusive and energetic group of co-creators, and I've been lucky to experience personal and professional growth as a result of the connections made through the WBN.

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WBN Member Ads



Join us on November 6th for one of our two annual networking meetings and see what kind of connections you can make!

Cheers!

[Adrienne Richard](#)

President, Women's Business Network of Peterborough.

Holiday Event News!!

December 4, 2013 at the Venue.

The WBN is thrilled to announce the details of our new Holiday Event!

On December 4th, we are welcoming all WBN members and their guests (men too!) to join us in celebrating the holiday season with a night of sumptuous gourmet appetizers, decadent desserts and dancing to a live band!

The YWCA will be hosting a variety of opportunities throughout the night to contribute to the Crossroads Shelter, and the Channel Cats will be serving up blues, soul and holiday favourites on the dance floor!

Dress code is festive formal, and guest tickets will be available online for \$40 per person (watch your inboxes!).

Members, as always, are free to attend, and this event is our annual "male guests welcome" event! Doors open at 7pm, with live music starting at 9pm!

WBN Holiday Event Committee

Captured in Pictures

This video captures a few WBN moments from our October 2, 2013 meeting and our Business Spotlight with Michele Kadwell-Chalmers of [The Original Flame](#).



October WBN Events



Black Cap
DESIGN

Web Design & Development



Carrie Wakeford
Project Manager
carrie@blackcapdesign.com



dog walking
leash training
specialized care

Cheri Anderson
Professional Dog Companion
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

For more WBN pictures and to tag yourself in a picture, visit us on Facebook: [f](#)

Complete our Poll

We would like your opinion about the WBN sponsored Dragon Boat team.

[Sponsoring a Dragon Boat Team](#)

Last month's poll results: 54% of WBN members who responded to our poll say they prefer motivational speakers and 46% of respondents prefer business focused speakers.

WBN Member Interviews

Meet Maureen Tavener of ReMax Eastern Realty Inc. and Catia Skinner of The Venue. Hear their views about the WBN Peterborough.



PTBO Women's Business Network Member Interviews with Anne Arnold

If you would like to be interviewed, please contact [Sofie Andreou](#).

Board News

Ombudsperson: The WBN is an organization that is designed to be inclusive, supportive and positive. The board wants to ensure that you have a place to present your concerns in a safe and confidential manner and without judgement. The position of Ombudsperson has been created so that should the need arise, there is a system in place. Therefore, should you feel that you are treated poorly, if something feels unfair or if you are aware of a concern that should be brought to the attention of the board in the hopes of rectifying the situation, the Ombudsperson is there to help. Please contact our Members at Large [Cardyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

Cancellation: Did you know that you can cancel your dinner reservation up to the Friday morning before our meeting? With the cold and flu season upon us it is extremely important to report any changes in attendance, and allow someone from the waiting list to pay as a guest. This benefits you as a member and allows us to acquire better speakers, more programming options and extra member benefits. So please help us to help you, by contacting Wanda Clancy:



October Door Prizes

Thank you:

Jane Ulrich - [Jane Ulrich & Associates](#) for The James Fund

Anne Young - [Autumn Treasures](#)

Debbie Karpenko - [Waterfront Interiors](#)

Shannon Gray - [Sugar Me Right](#)

Tammy Simon - [artbox](#)

Anne Arnold - [The Venue](#)

Cora Whittington - [Golden Pathways Retreat and B&B](#)

Karen August - [Peterborough Chamber of Commerce](#)

Cathy Martin - [Gauvreau & Associates](#)

secretary@womensbusinessnetwork.net and putting your money to better use!

Mentor: Assist other members by contacting Donna DuMoulin:membership@womensbusinessnetwork.net

Exhibit: Set up a display table in the Garden Court during the social hour on November 6, 2013. Book online at our [WBN store](#) or contact [Cara O'Grady](#).

Share: To find out how you can contribute to the newsletter by visiting the [Newsletter](#) page of the WBN website or visiting "Newsletter Opportunities" at the bottom of this newsletter.

Advertise: Sidebar and video ads are still available. For more information contact [Carrie Wakeford](#).

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Business Spotlight - November

November 13, 2013: Drop-in between 5pm and 7pm at 415 Water Street, Peterborough.

[The Canadian Mental Health Association of Haliburton, Kawartha and Pine Ridge](#) welcomes WBN members to their new offices.



The mission of CMHA HKPR is to work with individuals, families and community partners in providing services to promote and enhance the mental health and wellness of those living within our communities. Mental illness affects 1 in 4 people. Our goal, as hosts of the Business Spotlight, is that members will be better informed of the services available to support their family, friends and business associates in accessing help, when needed. Built on a foundation of Knowledge, Hope and Belonging the goal of CMHA HKPR is to promote a community of Mental Health for All.

Members will meet the CEO and program managers during the evening. Included will be a tour of the offices, an overview of the programs and services available through CMHA HKPR and a demonstration of the Ontario Telemedicine Network. Refreshments will be provided by Catering PLUS, each member will receive a swag bag and be entered to win door prizes. There is plenty of parking available in the downtown area. We look forward to seeing you!

Kerri Davies

Last Month's Business Spotlight

Michele Kadwell-Chalmers, owner of the Original Flame, warmly welcomed 30 plus WBN members to our second Business Spotlight of the year on Wednesday, October 9 from 5 - 7.

We were delighted to learn how to reduce our heating costs and create a stylish focal point in our home. Michele encouraged us to bring pictures of our existing fireplaces to learn how to update the look with a fireplace makeover. Imagine our surprise to find working wood, gas, pellet and

ethanol fireplaces on display in her showroom. Yummy refreshments were served as we were shown how to design a warm gathering place in our backyard.

Many thanks to Michele and her staff for a great Business Spotlight and for the gift of fireplace matches given to each WBN member who attended.



[The Original Flame](#) is located at 982 Highway 7 East in the Almost Perfect Frozen Food Plaza.

Cardyn Corp, Director at Large

Attention Corporate Members

Did you know there is no limit to how many employees can attend on a corporate membership and no limit to how many meetings they can attend.

Member News

Gwyneth James MBA CGA: is pleased to announce that Suzanne Cody CGA is joining TCP Accounting & Tax Services as a partner. To recognize the new structure, the firm's name will be changing to [CODY & JAMES CERTIFIED GENERAL ACCOUNTANTS](#). Our focus will continue to be on "all things small business" and personal tax.

Tammy Simon: Artbox is a world-class online studio specializing in websites, social media & mobile apps with a strong focus on creative design & search engine optimization. We provide clients with creative, flexible, informative, and effectively optimized websites, powerful mobile friendly solutions & effective social media campaigns to help grow and profit within their business. www.artbox.ca

Carrie Wakeford: We are very excited to announce the launch of our totally redesigned website at www.blackcapdesign.com. We chose the WordPress CMS and have included a blog so we can share website management tips with businesses and non-profit organizations.

Michele Kadwell-Chalmers: The Original Flame has the best prices of the year on Regency wood, gas & propane fireplaces & stoves til November 25th! Save money on your heating bill - update your living space with the most stylish fireplaces available! Drop by our showroom at 982 Hwy 7 East, 2 km east of Television Rd. 705.742.9452 [The Original Flame](#), where warmth & style meet!

Tami Vanderburgh: Did you know that Welsh Limousine Co. take passengers to the Airport for fabulous vacations? Were you aware that they also take business travellers to the Airport? Wouldn't it be nice to get off the plane and have someone help you with your luggage? And then step into a warm car? [Welsh Limousine Co.](#) *You had me at Limo*

Shelley Bertram Fallis: Proudly Serving Clients since 2001 - Life - Snowbird Travel - Investments. My goal as a Life Insurance Broker, Travel Insurance Specialist, & Financial Advisor is to educate you, as a client, and work

professionally on your behalf. "I put myself in your shoes." At this time of year, it pleases me to know that when the Snowbirds leave home they have peace of mind while travelling. [Bertram Insurance & Financial Services](#).

Debbie Karpenko: Waterfront Interiors is announcing a new Scaled Digital Rendering service to help you envision a fireplace makeover, a window treatment on an actual photo of your room or a floor plan...trying to decide between a couple of tile or stone options and worried about how it will look!? This service is for YOU! Call for assistance! Debbie Karpenko 705-657-3945 www.waterfrontinteriors.ca

Louise Shea: The new Youth Employment Fund (YEF) is set up to provide young people with an entry point to long-term employment through training and job placements where they can learn work skills while earning an income. The YEF will help employers offer four to six month job placements. Northern Lights Canada will assist in matching youth and employers, to meet training goals. For more information please visit [our website](#).

Kris Dawson: Fleming College is offering new Professional Development workshops ([PDF](#)), including three courses taught by Kris: "ABC's of Succession Planning", "Communication Tools for Leaders" and "Business Ownership 101". For more information visit: "[Putting People First Solutions](#)".

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.

Community Events

Lyn Giles: The Peterborough Humane Society presents "FurBall 2013" on Sat., Nov. 16 from 7:30-11 pm at the Peterborough Golf & Country Club. We're "Howlin' The Night Away" to support our animals with the award winning Paul James Band, fabulous hors d'oeuvres, amazing auction items and some special guests that will warm your heart too. \$75/ticket. For more information please call 705-745-4722 x201.

Andrea Dicks: Calling all WBNers! The Community Foundation of Greater Peterborough is seeking applications from creative residents of the City and County of Peterborough, who are looking for a personally fulfilling experience, to serve on the volunteer Board of Directors and Committees of the Community Foundation. Learn more and submit your nomination before November 18, 2013: www.cfgp.ca


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Business Tips

Networking Tip: Networking is about relationship building - and according to studies of women in business, this is an area where women seem to excel. This means you can relax and get to know other WBN members without the pressure of

having to sell anything.

Social Media Tip: Pictures are taken at the WBN so we can document and celebrate the event. We also hope they will help our members get to know each other online. Lorie Gill would like to encourage WBN members and guests to tag themselves in the pictures posted on the WBN Facebook page.  This is a great way for us to get to know each other.

Membership Tip:

If you want to follow up with a WBN member, but you don't have their business card, you can log into your account on the WBN website and search for their contact information. You will find their business information, email link, website link and their picture.

Note: It's a good idea to log into the WBN website to check your member profile occasionally - you want the most up to date information so other members can reach you.

November's Member Meeting

Formal Networking Evening - November 6, 2013

The WBN networking evening received rave reviews last year, with many members describing it as one of their favourite events. This year you will have even more opportunities to network.

Be inspired, entertained and educated as WBN members share their lessons learned and success stories. In the true spirit of networking, the evening is also designed to give you the opportunity to share YOUR story and showcase your business.

Be sure to bring your business cards and brochures! To register a guest, visit the [Program](#) page of our WBN website.

New Members

Spread the Word

After attending a few WBN meetings as a guest, Beth has decided to join. Please join us in welcoming:

- Beth Armstrong - Capricious Cakes

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

To mentor new members, contact Donna DuMoulin at: 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 [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, Cancellations

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: [Cardyn 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

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