



Network News

CONNECT ✦ DEVELOP ✦ GROW



Visit Motion Specialties Peterborough Online



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



February 21, 2014

Hello

In this newsletter WBN members have shared business news and community events. Cora Whittington has written an interesting feature article about giving and receiving feedback. Also look for our RFP, upcoming speakers and Spotlight events.

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

President's Message

Hello!

Raise your hand if you've had it with winter? It seems like this winter has been one of the longest and roughest in years, but here at the WBN, we're already getting ready for things to come alive again in the Spring!

After being inspired by "Skid Row to CEO" Joe Roberts in February, we are bringing you community leader, CEO, and chief strategist Anastasia Valentine, who will be speaking on the Pillars of Feminine Leadership, a "how to" for finding - and using - your voice as a leader.



In April, we will be welcoming Monique Howat, motivational speaker, strategist, entrepreneur and author, who has worked with such renowned leadership trainers as John Maxwell, Robin Sharma and Tony Robbins, just to name a few!

IN THIS ISSUE

- [President's Message](#)
- [Captured in Pictures](#)
- [Member Meeting - March](#)
- [Website RFP](#)
- [Board News](#)
- [Business Spotlight - March](#)
- [Business Spotlight - February](#)
- [Member News](#)
- [Community News](#)
- [Article: Giving Feedback](#)
- [Business Tips](#)
- [New Members](#)
- [Half-Year Memberships](#)
- [Board Members](#)

Quick Links

- [WBN Website](#)
- [Guest Registration](#)
- [WBN Store](#)
- [Member Directory](#)
- [Board Members](#)
- [Join the WBN](#)
- [Program Information](#)

WBN Member Ads



In May, we will be welcoming the Spring with a look at our health and wellness with Dr. Natasha Turner (a name you may recognize from appearances on The Dr.Oz Show!). Stay tuned for more details about our June event. We promise it will be a great year-end wrap-up as you say "see you in September" to all your friends!

Don't forget that we welcome non-members to join us each month for only \$40, which includes a networking hour, dinner and a speaker!

Not only do we have some exciting new speakers coming up, but we also have released a Request for Proposals to give our website a makeover. We will accept proposals until March 10th, so don't miss out.

See you all on March 5th!

Cheers!

[Adrienne Richard](#)

President, Women's Business Network of Peterborough.

Captured in Pictures

This video captures a few great WBN moments:



Looking Good in February

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

Member Meeting March 5, 2014

Glass ceilings, the ol' boys club, stereotypes be gone!

[Anastasia Valentine](#), CEO, community leader and chief strategist presents the Pillars of Feminine Leadership. Whether you lead a team, are a business owner, a pillar of your community or aspiring leader, she will share some key advantages, debunk some myths and provide strategies on how to leverage your power as a feminine leader.



Black Cap
DESIGN

Web Design & Development



Carrie Wakeford

Project Manager

www.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](#)



Anastasia Valentine
Strategist, Marketer, Social Media Maven

For more information about Anastasia Valentine or any of our other upcoming guest speakers, please visit the [Program Page](#) of our website.



February Door Prizes

Thank you:

[Lisa Smith](#): Holiday Inn
[Colleen Carruthers](#): T-R Group Inc.
[Cora Whittington](#): Golden Pathways
[Shannon Gray](#): Sugar Me Right
[Cynthia Hamu](#): Chamber of Commerce

RFP for Website Design/Build

We are requesting responses to the attached [Request for Proposal](#) for the design and programming of a new WBN website.

In keeping with our Procurement Policy, the RFP was tendered to all WBN members in advance of public release, and WBN member businesses will be given special consideration for the award of the contract.

If there are any questions regarding the RFP contents, or if you intend to bid, please contact WBN Strategic Planning Director [Marilyn Cassidy](#). The deadline for bids is March 10th, 2014.

Board News

Join: Volunteer for the dynamic WBN Board - there is never a dull moment! If you are interested, visit the [Elections](#) page of our website or contact [Cheri Anderson](#).

Cancellation: Did you know that we often manage a wait list for both members and guests after our registration closes on the Friday before our meeting? With the cold and flu season upon us it is extremely important to report any changes in attendance because if you can't join us, someone from our waiting list can be offered a spot. So please help us by contacting [Lisa Gorgerat](#) if you need to cancel.

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 [Cardyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

Mentor: Assist other members by contacting [Tracy Huang](#).

Exhibit: Set up a display table in the Garden Court during the social hour on February 5, 2014. Book online at our [WBN store](#) or contact [Cara O'Grady](#).

Share: Find out how you can contribute to the newsletter by

Business Spotlight - March 12, 2014

Our next WBN Business Spotlight will be at the Canadian Cancer Society.

Date and Time: Drop-in Wednesday, March 12, 2014 between 5:00 to 7:00 PM

Address: 730 The Kingsway, Unit 2

Hosted by: Lyndsey Fullman

Contact: 705-742-3823 or lfullman@ontario.cancer.ca

The Canadian Cancer Society is pleased to host a WBN Spotlight. There will be a key-note researcher focusing on the local impact of donor dollars from the community, Look Good Feel Better demonstration, non-alcoholic beverages and more. Find out how partnering with the Canadian Cancer Society can improve your business relations and increase your profile in the community!

February's Business Spotlight Success

Another great WBN Business Spotlight! Louise Shea and Barb Hinsperger of [Northern Lights Canada](#) promised a night of fun and information and they delivered.

Thoughtful as always, Louise asked WBN members to bring a non-perishable food item to be donated to the food bank in honour of her birthday. Barb provided a very informative tour of Northern Lights suite of offices and explained the full range of employment programs and services they provide. She encouraged WBN members to contact Northern Lights to save time and money when they need to hire a new employee. Northern Lights is the expert in employment and have all of the necessary links to employment support in the community. The owner of MetaMorph-Us gave a testimonial about the great employee Northern Lights found for her. There is nothing like a satisfied customer.

Wonderful food in great quantities and delicious herbal tea were available throughout the evening. The time flew by as members mingled and networked throughout the evening. Kris Dawson (who was a first time Spotlight attendee) thanked our hostesses. There were far too many door prizes for me to report but you can see some of the happy winners in the pictures on Facebook .

Remember Northern Lights Canada, are the "go to people" to help you achieve your employment and training goals.

[Carolyn Corp](#)
Director at Large



Member News

Michele Kadwell-Chalmers: Thinking of a new fireplace or

wood stove? The Original Flame is clearing out display models. Fantastic savings & full warranty on wood & gas burning stoves & fireplaces! Drop by The Original Flame 982 Hwy 7 East of Peterborough 705-742-9452
www.theoriginalflame.com

Cora Whittington: Want to become more assertive and improve your interpersonal communication skills? Consider taking this [skill changing workshop](#) offered by Cora Whittington at Golden Pathways Retreat and B&B 705-745-4006

Shelley Bertram Fallis: Are you a novice or savvy investor or something in between? Is your intention to save money, generate income, grow your money? Whatever your dreams and goals, my mission is to help you learn and gain insight into how your money is being invested so you achieve your targets. Book a FREE, computerized analysis of your current portfolio. [BERTRAM INSURANCE & FINANCIAL SERVICES](#) 705.742.6463 or 1.866.657.3882

Rhonda Vanderwal: OLD MAN WINTER GOT YOU DOWN?! Then come to [Fine Details](#) "The Car Cleaning & Rustproofing Specialists." Specializing in interior / exterior cleaning, detailing for all makes and models of cars, vans and trucks. "We also have "The Cure For Rust" Corrosion Free Rustproofing recommended in MoneySense magazine as the #1 brand choice for those that want to keep their vehicles longer.

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 News

Kerri Davies: CLARA HUGHES Big Bike Ride for Bell Let's Talk arrives Saturday March 22nd! What an opportunity to celebrate Canada's 6 time Olympian and be inspired by her personal story of recovery from depression. Join Clara at the "CMHA HKPR Mental Health for All" dinner at Fleming College on the 22nd. Contact Kerri Davies 705-748-6687 - 1048 or kdavies@cmhahkpr.ca for ticket and sponsorship information.

Shannon Fisher: Kawartha Montessori School is hosting a Public Open House on Saturday, April 12, 2014 from 10 until noon. Tour our beautiful classrooms, chat with our teachers, and experience the difference of an authentic, accredited Montessori education. KMS teaches children from 2.5 years old through to Grade 8 and is the only CCMA-accredited school in the region. For more details, visit our site: [Kawartha Montessori School](#).

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.

Tips on How to Give Feedback Well

1. First of all, make sure it's your message. Don't deliver other people's messages for them.
2. Give the information in "digestible chunks" (brief, clear, descriptive and specific).
3. Listen closely to what they say (to see if they are

receiving what you are trying to send).

4. Be willing to ask for and receive feedback yourself.
5. Offer information, don't ram it at them. Don't keep trying to send the same message.
6. State a preference or make an agreement.
7. Use the word "I". Avoid using "You" - You often triggers defensiveness

A Few More Tips for Giving Feedback:

- Make sure you're talking to the right person.
- Think before talking - it's easy to get off-track when giving negative feedback.
- Include the positive in the message - consider starting with something you like "Here's what I thought you did well. And here's what I thought could use some improvement."
- Be really clear that you are not judging or blaming them - you are simply trying to let them know what works for you. (When you give feedback, it's really about your preferences.)
- Remember, you don't have to do it perfectly. It's hard to do this. You can always go back to the person later and say "I didn't handle that very well yesterday" and revisit the issue.

Some Tips for Receiving Feedback:

1. Put negative feedback into perspective. Try to remember that the purpose of it is to learn and to improve. Try not to identify with the criticism, e.g., "you screwed up" is not "you are a screw up". The difference is subtle but important.
2. Choose your response to criticism. If you find some value in it, you can choose the next step; if not, then you can thank the person for their concern and let it go.
3. Avoid retaliation - don't immediately turn the focus on to the other person.
4. Validate their perception - if you can see why they might think the way they do, say so: "I can see how you'd think that." This defuses some of the anger and opens dialogue.
5. Validate their emotions - if you can see the other person is upset, acknowledge it with comments like "You're really concerned about this" or "I can see this has upset you".
6. Listen and wait - before you respond, let the person finish what they are saying. If you jump in too quickly, they will feel blocked and may escalate. Listening to criticism doesn't mean you have to agree with it. Take the criticism in; don't take the criticism on.
7. Agree with any part of it that's true. If the other person is right, then admit it. Again, this will help defuse the situation and open the exchange for an honest discussion.
8. Ask for clarification, especially with indirect or nonverbal criticism. Check your assumptions, you may have misinterpreted something.
9. Don't try to change their mind. You can't control what people think. They have a right to their opinions. Don't keep justifying and explaining, hoping they will agree with you.
10. Ask for time, especially if the other person is upset and not ready to listen: "Thanks for telling me. I'd like to talk with you again tomorrow once I've had a chance to absorb it."

These are just a few tips to start thinking about. The next step is to use a simple model to organize your thoughts and utilize

techniques to help you eliminate your emotion so that you can deliver clear feedback that helps everyone.

For more information contact [Coach Cora](#) Whittington.

Business Tips

Networking Tip: Arrive early. It is tempting to come in late to networking events, but if you arrive early, it will be easier to find people to connect with.

Social Media Tip: Consistency in social media is key. To start, consider setting aside 15 minutes a day for social media.

Membership Tip: Wear your WBN name tag at other community events. It looks good and it will be a great conversation starter.

New Members

Spread the Word

Our membership continues to grow. Please welcome:

[Linda Kash](#): Peterborough Academy of Performing Arts

[Lori Richey](#): Primary Health Care Services of Peterborough

[Katherine McInnis](#): Adaptive Health Care Solutions

New and Tenured Members: If you're interested in having a WBN member as a guide, mentor or coach, please contact [Tracy Huang](#).

Half-Year Memberships

Still Available

The WBN offers half-year memberships. For more information visit the [Membership](#) page of our website.

[Back to Top](#)

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: [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: [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

[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

Paget
DENTURE CLINIC

Wayne Paget, Marisa Hoppa, Kimberley Paget

f YouTube t @PagetDenture