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President's Message

I love coming to dinner once a month with this dynamic and diverse group of women.

I always meet someone new, I always learn something from the table discussions, and I always enjoy hearing what the speaker has to share on the topic of the month.

With that in mind, the March Trade Show is going to be even more exciting and valuable with the opportunity to hear women from our own organization share their knowledge in small group form for half hour sessions. We have the opportunity to select which topics are going to be most valuable to us and our businesses. We will have the opportunity to have detailed and interactive discussions about our topics.

I have no doubt we are all going to take home new tricks and ideas that will make our jobs easier and our businesses run more effectively. I'm also looking forward to spending the evening in the beautiful Highland Park Funeral Centre. If you've never been inside this building you're going to be impressed! Be sure to read a bit about each option so you come prepared. This would also be a great time to bring a colleague as a guest!

I look forward to seeing you all there. Enjoy these last days of what turned out to be a pretty bearable winter. There is a light at the end of the tunnel and it's just around the corner!

Yours in friendship and in business,



February 19, 2016

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Register Now

Registration is now
open for the
March 2nd
tradeshow

March Tradeshow and Member Workshops



Excitement is mounting for the popular Annual WBN Tradeshow at Highland Park Funeral Centre.

[For Directions to Highland Park, click here](#)

Exhibitor Booths are now full - come and learn about the exciting things that your fellow WBN members are doing in their businesses and the community.

And as if that weren't enough, six members will present half hour facilitated mini-workshops on a variety of topics...just pick two and hear what these local experts can teach:

Carrie Wakeford, Black Cap Design
[Intro to WordPress](#)

Jeannine Taylor, Kawartha NOW
[Media, Market and Message](#)

Heather Howe, Wendo Women's Self Defence
[Embrace Your Power - Intro to Women's Self Defence](#)

Colleen Caruthers, The TR Group
[Use Your Authentic Self to Create Presence](#)

Janet McLeod, East City Flower Shop
[Tips for Running a Successful Business](#)

Sue Field, Live a Legacy Life
[Your Health is Your Wealth](#)

This month's Feature Article: Susan Dunkley Alzheimer Society

As a Woman, is It Possible to Live Well With Dementia?

Dementia disproportionately affects

PLEASE RSVP By
**Noon on
Wednesday
February 24th**
Invitations should be in your mailbox now.

Registrations can also be done by [clicking here](#)

For any questions or concerns, please contact [Mary McGee](#)

Benefit Tip

Want to talk about another member who has really helped you out in some way? Did you know you can now acknowledge members on the website for all to see? [Click here](#) and log into your dashboard and tell us all about it now! Your submission may just end up in the newsletter too!

Help us welcome new members

- Jeanine Hadfield -**
Mortgage Intelligence
 - Laura Forth -**
Victorian Order of Nurses (VON)
 - Dr. Malarvily Krishnamoorthy**
The Peterborough Optometric Centre
 - Amy McLeish -**
County Home Inspection
- *List accurate as of Feb 19, 2016*

Benefit Tip

As part of the many benefits of the WBN, donate a door prize at the

women. More women than men develop dementia, and a large proportion of carers are women, in both informal and formal capacities. There is often no governmental organization or programmes to address the problems associated with dementia, either for the person with dementia or to support the caregiver.



Image Courtesy of Miranda Studios

Expectations are made in many countries that families will look after older relatives, including those with dementia.

This expectation often extends to it being the women in the family who takes on this direct caregiving role. There is often reluctance amongst women caregivers to access help from formal and informal support services, due to conflicts between cultural and family expectations or the ability and willingness to seek help on the part of the caregiver.

Women will continue to provide care, whether this is due to societal expectations, or an individual wish to support members of their family and friends. Whatever their motivation, there needs to be adequate and appropriate information and support in place.

For women who develop dementia, it can be difficult for themselves and others to accept the change in their role and identity. [Read More](#)

March meeting and have **1 minute on the mic to chat** about your business and product...a pretty great marketing return to be able to chat to over **100 Business people in the community!**

Quote of the Month

"Expect the unexpected, and whenever possible, be the unexpected"

~ Lynda Barry

Benefit Tip

Toonie Testimonials
Be sure to put your business card in the draw at the start of each member meeting. If you're chosen, just drop a Toonie in the bucket and tell us about a member who has helped you out in some way.

For more information contact [Glenda Vandermeulen](#)

Previous Feature Articles

Visit the [WBN Peterborough Blog](#) to catch up on previous monthly articles.

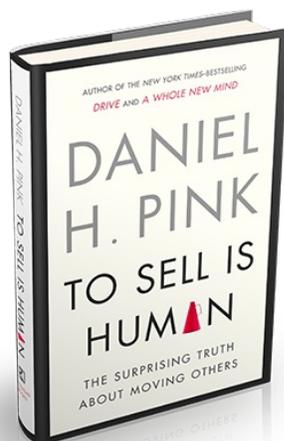
WBN Book Review

Carrie Wakeford of Black Cap Design belongs to the WBN book club. Please see below for a review of this month's selection.

In January the Business Women's Book Club read Daniel Pink's "**To Sell is Human**"

Everyone gave this book a thumbs up.

The book offered some good practical tips for "moving people" at home and at work. Many of the tips were designed to help the reader develop communication skills. For example, try paying attention to how many times you say "Yes But" and then try replacing it with "Yes And". It's a fun



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and enlightening exercise.

The book included examples for focusing communication e.g. distilling your elevator pitch to 140 characters or even one word, e.g. "Priceless".

The book also included tips for written communication such as how to write great email subject lines so that people actually open your email.

There were tips for motivating yourself, for example, if you are giving yourself pep talks such as: "You can make a great pitch" try changing it to a question such as "Can I make a great pitch?"

He included reminders that bad situations are temporary, specific and external.

Finally, we all liked the idea that we are moving away from up-selling and towards the idea of up-serving.

*Interested in joining in the fun? Contact **Lorie Gill**, External Communications Director*



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karen@peterboroughchamber.ca

Thank You My Left Breast for hosting the February Spotlight!



Did you know...
As a WBN Member -
You can [purchase](#)
Linkable Ads & Video
Ads
in our
e-Newsletters & e-Blasts.

Want more info?
Contact [Emily Martin](#)

6th Annual Bear's Lair Competition

Are you looking at growing your current business or launching a full-time business within the greater Peterborough area or know someone who is?

If so, here's your opportunity to win a part of the \$100,000 in cash and business services!

The 6th Annual Bear's Lair Entrepreneurial Competition is set to take place on April 26th, 2016. It's time to enter now.

The Bears' Lair Entrepreneurial Competition is in the style of CBC's The Dragons' Den. The competition was created to encourage entrepreneurship and small business development in the greater Peterborough area. Entrepreneurs are eligible to enter the competition.

[Read more here](#)



Oh What a Night!

Laughter, Generosity and two WBN models made this a spectacular evening.

First, Bridget, always the generous soul, provided great food and excellent bubbly. Next came Lorie Gill and Susan Dunkley as bra models. These two 'hammed' their way through modelling a series of beautiful bras under amazing sweaters from Style Boutique in Bridgenorth. And they were difficult to recognize as they wore an amazing series of fabulous wigs. Bridget carries a wide variety of wigs, bras, sleep wear and bathing suits for women who have had breast surgery. And she carries a great array of bras for all women, including sports bras. Their humour in demonstrating everything was so contagious that we all just laughed the whole night.

But just when we thought it couldn't get any better, the unending string of Valentine's Day gifts began. Not one of the approximately 30 people left without a great gift - from a beach towel to a painting entitled 'passion' to pedicures to great Godiva chocolate baskets.

No question that the quality of all the Spotlights this year have been exceptional and Bridget's went over the top!

Thank you Bridget.

Member News & Community Events



Captured in Pictures

Did we capture you on Camera...

Check out our **WBNPtb** **Facebook Page** to find out

If you see a picture you're in... go ahead & tag yourself! This makes for better Networking - as it's an easy way for Members (new and longstanding) to put a face to your name (and vice versa)!



Ready - Set - Tag - You're It!

Benefit Tip

Any WBN Member can share 60 words of news about their business, products or services in our monthly Newsletter! And It's FREE! [Find out more here...](#)

Become An Event Sponsor

The WBN is currently seeking Sponsors for the amazing March 2016 tradeshow. For more information about benefits, please contact:

[Colleen Caruthers](#) or [Louise Shea](#)

WBN Mission
To Promote and

Carrie Wakeford - Black Cap Design says "I just added my social media links to my WBN profile page. Nice feature! This just makes it so much easier to connect with other WBN members"

Thanks for passing along your thoughts Carrie! Be sure to visit www.womensbusinessnetwork.net to enjoy all of the exciting features of the new website.

Looking for a facility to host your next meeting, workshop, or AGM? The **Camp Kawartha Environment Centre**, located at 2505 Pioneer Road in Peterborough, can accommodate up to 65 people. This unique building is a model of environmentally-sustainable architecture, and provides an inspirational & private setting to host your next event. Discounted rates for non-profits. **705-652-3860.**
CampKawartha.ca

Have an upcoming renovation kitchen project? Join me March 31st at 7 pm at Kelsey's restaurant Peterborough for a free seminar on planning, products, budgeting, and details on renovating a dream kitchen. Limited space. **Please call Bonnie at Patefacio Design** to reserve your seat! **905-717-7937**

Drop by the Peterborough Home & Design Show at the Memorial Centre March 13th to March 15th and get in on the savings! **The Original Flame** will have some great savings on gas or propane fireplaces, inserts and stoves. Also pick up your coupon to save on fireplace cleanings!
www.theoriginalflame.com

The Arthritis Society presents **Taste! an evening of gastronomic indulgence.** Sample the best dishes and beverages from some of the region's finest chefs, distillers and brewers. Surround yourself with good company, enjoy live and silent auctions, and support world-class research and solution-based programs for local children living with arthritis. **March 5, 2016 at the Canadian Canoe Museum.** Will you go home with a trip for two to sunny Cancun and Puerto Vallarta?
Tickets: www.arthritis.ca/PTBOTaste or 705-742-7191"

VON Trivia Challenge. March 4, 6 - 10pm, Peterborough Curling Club. **Prizes, silent auction, pub food, cash bar.** \$35 pp., team of 8 \$280. Silent auction items greatly appreciated! We REALLY need participants (register at snapdtx.com) and a title sponsor for the event. It's a great way to get your brand out there. **Call Tammy at 705-745-9155 ext. 6450 for more info**

East City Flower Shop takes the Cake!
March 1, 2016 East City Flower Shop moves to the old East City Bakery location at the corner of Douro and Rogers Streets to serve you better. Still in Beautiful Downtown East City, but with lots of parking. See you there!

Emily Vassiliadis of Canadian Cancer Society says: MUG SHOT! What does your profile picture say about you? Do you have a GOOD profile picture? Is your head shot outdated? Come to us for a quick and professional head shot to improve your profile! We will be set up at the March WBN Trade Show. Stop by our booth to get your picture taken.
\$20 to have your profile picture updated.
See you on March 2nd!

WBN members offer a new way to boost your business or

Support Women in Business through Personal and Professional Growth Opportunities.

WBN Vision

To strengthen our community by supporting, empowering & inspiring women in business.

2015-2016 WBN Board Members

Do you have questions or comments for the [Board of Directors?](#)

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- [Theresa Foley](#)

Past President:

- [Gwyneth James](#)

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- [Andrea McLeod](#)

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- [Mary McGee](#)

Membership Director:

- [Glenda Vandermeulen](#)

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- [Louise Racine,](#)
- [Denise Travers](#)

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- [Lorie Gill](#)

Member Communications:

- [Emily Martin](#)

Directors at Large:

- [Louise Shea](#)

personal life - with horses as teachers

Yes- you read that correctly. Working with horses as teachers, two of our WBN members have been supporting people from all walks of life to:

- Gain a new level of self awareness
- Understand blocks that are holding you back from reaching your true potential
- Refine emotional intelligence skills such as non verbal communication, and knowing how your energy affects others
- Set healthy boundaries (first with a 1000 pound horse, then with your family and co workers)

Attend alone, with a friend or spouse, or join the WBN Workshop on April 9 or May 7. Details at

www.horsediscovery.com or www.theequinelink.net

Visit Cheri Davidson (Horse Discovery) and Sam Devlin (The Equine Link) at their booth next month for details.

- [Colleen Carruthers](#)

Strategic Planning
Director:

- [Catia Skinner](#)



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