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Your Monthly News & Updates

Enjoy this look back on the past season as we gear up for this fall!



President's Message

Hello Business Women,

Welcome to another year with Women's Business Network! We are thrilled to be back for another year, and I personally would like to extend my appreciation and delight as your 2016/2017 WBN President. Be assured you have a highly motivated and creative board of

directors in place for this coming year, and your participation as members and volunteers will help to ensure another great year at WBN.

We have a full and varied slate of events and speakers scheduled, all with an eye to helping you expand your business, build your technical acumen, and tap into your sense of fun!

This year's theme is **USE YOUR POWER, WORK WITH PURPOSE, ENJOY THE PRESENT**. Our theme is intended to reflect the membership's feedback and suggestions that we have gathered over the year.



[read more](#)

WBN Mission

To promote and support women in business through personal and professional growth opportunities

WBN Vision

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



September Speaker

Barbara Stegemann's entrepreneurial vision was formed after her best friend—a soldier—was severely wounded in Afghanistan. Understanding that supporting Afghanistan's economy was a key to building

stability for its people, Stegemann created The 7 Virtues Beauty—a company that sources organic oils from countries (such as Afghanistan, Haiti the Middle East and Rwanda) experiencing turmoil to encourage change and to reverse the effects of war and poverty.

Stegemann became known to millions of Canadians when she became the first woman from Atlantic Canada to land a venture-capital deal on the CBC TV show *Dragons' Den* for The 7 Virtues Beauty Inc. She went on to become the "Top Game Changer" in the history of the show for her social enterprise.

Since then, Stegemann was named one of Canada's Top 100 Most Powerful Women in Canada; won the Ernst & Young "Entrepreneur of the

Year Award in the emerging Entrepreneur category for Atlantic Canada"; was ranked as one of Profit Guide magazine's "Top 30 Cool and Fabulous Canadian Entrepreneurs", her fragrance collection won Chatelaine's "Beauty 100 Award"; received the "Women Innovators Award" from the US State Department at the APEC Women and the Economy Summit; and was also made the first female Honorary Colonel in the history of 14 Wing Greenwood base, Royal Canadian Air Force

[Read more here](#)

2016-17 MEMBERSHIPS AVAILABLE NOW

Take advantage of

Early Bird Rates

Until August 15

Single
Membership
\$350

Corporate
Membership
\$450

available at
www.womensbusinessnetwork.net

Great Advertising Opportunity for WBN Members 10% discount offer on business profiles in Business Advantage Magazine - for WBN members only

Looking for promotional opportunities for your business this fall?

Until August 21, WBN members can take advantage of a 10% discount on advertising rates for the September/October edition of Business Advantage Magazine.

This issue is the annual *Women in Business* edition - one of the most popular editions - which prominently highlights the Women's Business Network, reaching an audience of nearly 10,000 readers strong. This issue gives businesswomen in the Kawartha an excellent opportunity to promote themselves in 'the perfect editorial' environment.

All business profiles advertised by a WBN member will also have an identifying WBN logo.

[Click here](#) to check out the 2016 profile advertising rates.

Please note: the rates in the info sheet do not reflect the 10% discount

If you're interested in purchasing a business profile or would like more information, please contact Grant Jones from Admax Marketing at gwjones55@hotmail.com or 705-761-5452.

Feature Article

Jennifer Moon - Getting the Trades to Work for You

Have you heard about the worker who took a deposit but never returned to actually complete the work? How about the hairstylist who dyed more skin than hair? Or the case of the handyperson who claimed he or she could do everything - plumbing, heating, air conditioning, and more - but didn't hold a single trade license?



We've all heard the horror stories about tradespeople who "oversell" their expertise, falsify credentials or simply ignore regulations. Not only does this damage the reputation of other trades professionals, these individuals are potentially putting you and your family at risk. There are over 150 registered trades in Ontario. Whether we are inviting them into our homes and businesses or accessing their services in shops and salons, consumers should be confident that they are dealing with qualified professionals.

At Fransky Mechanical, we routinely get calls from panicked homeowners who have been left in situations that could easily have been avoided. We're a plumbing, heating and air conditioning company, so the calls we get are usually related to incompetence or unfinished work. Beyond the hassle and expense to the property owner, these situations can be unsafe as we deal with water systems and gas lines. While we're always here to help, we don't enjoy repairing and replacing work that should've been done the right way the first time. From our experience, there are some strategies you can use when hiring a tradesperson that are simple, but effective in protecting you and your money.

[read more here](#)

Jennifer Fransky; 705-749-0937;

Visit the Fransky Mechanical Facebook Page [here](#)

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



**Connections
Growth
Leadership
Advocacy
Education**




karen@peterboroughchamber.ca

2016-2017

Board of Directors

Do you have any questions or comments for the Board of Directors?

President:	Mary McGee
Past President:	Theresa Foley
Treasurer:	Shelley Barker
Secretary:	Patricia Lamoureux
Membership:	Tracey Ormond
Program:	Louise Racine Sana Virji
External Communications:	Paula Kehoe
Member Communications:	Emily Martin
Technical:	Lorie Gill
Directors at Large:	Colleen Caruthers Glenda Vandermeulen
Strategic Planning:	Catia Skinner

Member News and Events

Jordon Hale says *"We want to share some exciting news about Jewel Wines in Warsaw.*

Specializing in top quality and fully cellarable wines, Jewel Just Fine Wines has recently been awarded a Bronze Medal for wine making at the Wine Maker International Wine Competition! We are very pleased and proud of this honour. Jewel Wines is also active in the community and has recently supported the fundraising efforts of Junior Achievement and the Elizabeth Fry Society. We believe in excellence and we believe in supporting our community!

Congratulations to Jewel Just Fine Wines for the deserved award!

From Kristi Dick: *Let the Team at Cherney Realty assist you in finding the perfect location for your business or residential rental accommodation. Known as "Peterborough's Greatest Landlord", we are a locally-owned, full-service property management company with a diverse portfolio of retail, commercial, industrial, and residential locations; areas range from 330 to 26,000 square feet.* Contact Kristi Dick, Property Manager, 705-876-1717; kristi@cherneyrealty.com

A banner for Charlotte's Web, a women's clothing and kids wear store. On the left, there is a photograph of a young girl in a pink top and a woman in a denim jacket. The text "Charlotte's Web" is in a large, black, serif font, with "women's clothing & kids wear" in a smaller, black, sans-serif font below it. To the right of the logo, the address "180 Charlotte St. Peterborough, ON K9J 2T8" and phone number "705.749.9470" are listed in a red, sans-serif font.

Charlotte's Web
women's clothing & kids wear

180 Charlotte St.
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K9J 2T8
705.749.9470

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