



CONNECT ✦ DEVELOP ✦ GROW



Visit Motion Specialties Peterborough Online



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



July 2, 2014

Hello

It's not too early to start planning for September, especially when our 2014-2015 WBN year kicks off with international speaker Richard Robbins!

This newsletter contains information about Richard Robbins, as well as other WBN updates, including some interesting changes, early bird rates and our full program. We also have two articles in this newsletter; "How Big Data is Revolutionizing HR" by Paula Savino and "Sleep" by Dr. Judith Buys.

Feel free to scroll through or use the "In This Issue" menu to move around this newsletter.

Have a great summer!

President's Message

Hello!

As expected, we ended our 2013-2014 membership year with lots of laughs and good food. Theresa and I certainly had fun trying to come up with sound effects to go with The Citiots' shenanigans!



Now we're taking a nice summer break with our families and planning for another great WBN season. In response to your input in the 2014 Member Survey, we have made some positive changes to our membership offering (see below). The Board is making an effort this coming season to "put the Business back into WBN" by providing more skills-based speakers and more opportunities for you to Connect, Develop, and Grow.

IN THIS ISSUE

- [President's Message](#)
- [Pictures from this Month - Video](#)
- [Board News - New Next Year](#)
- [WBN Advertising Opportunities](#)
- [Richard Robbins in September](#)
- [Full 2014-2015 Schedule](#)
- [Save with our Early Bird Price](#)
- [Member News](#)
- [CASL](#)
- [All Candidates Debate](#)
- [Feature Article - Big Data Revolutionizing HR](#)
- [Feature Article - Sleep](#)
- [Your New WBN Board](#)

Quick Links

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

WBN Member Ads



If you have a friend thinking of trying out WBN, please let her know that regular membership fees will be reduced by the amount of guest fees already paid in the same membership year.

I hope to see all of you in the fall, my friends!

Have a great summer.

Gwyneth
WBN President

Captured in Pictures

This video captures a few great WBN moments:



Women's Business Network in June 2014

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

Board News - New Next Year

Corporate Guest Rate: There will be a new "guest" rate of \$30.00 for corporate members' employees. Details will be provided in August.

WBN Member Business Showcase: One of the big changes this year is the end of "Table Drops". We will now be offering 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: You can now donate a door prize at your discretion (it's no longer tied to an activity). Anyone who provides a door prize (value \$35.00) will have an opportunity to introduce themselves and their business as they draw the winning ticket. For more information please contact [Directors at Large](#) Louise Shea or Catia Skinner.

Name Tags: We will be issuing new name tags to all members in September. We will distribute and collect the name tags at each meeting.

[Back to Top](#)

WBN Advertising Opportunities



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

Newsletter and e-blast ads will go on sale this month. If you were a member last year, or a new member this year, you will receive an e-blast with instructions.

Note: You must be a member to purchase an ad so get your early bird WBN membership soon by logging in to our website and completing the form.

Richard Robbins September 3, 2014

Kicking off next year's lineup is sought-after speaker [Richard Robbins](#), co-founder and CEO of Richard Robbins International, a global sales and business coaching organization. Richard Robbins has been performing ground-breaking seminars and keynotes for nearly two decades, in over half a dozen Countries, on four Continents, and at countless international conventions with audiences of 50 to over 10,000 people. Best described as the epitome of a true, integrity-powered leader, Richard explores the psychology of the behaviour that leads to sustainable action, increased income, productivity, contribution and overall fun and enjoyment. An engaging presence and captivating style allow Richard to communicate profound messages in ways that make even the most complex topics understandable, memorable and immediately usable.



Richard's keynote will be based on his book "Deliver The Unexpected: and 6 Other New Truths for Business Success". Competition now arrives on every front. Age, experience, technology and location are no longer significant barriers to entry--your next competitor can now be anywhere, anyone, and anytime in the world. How do you survive and thrive in a world where customers have access to everything, and when competing on price is a race to the bottom? Rather than compete, the solution is to create your own uncontested market space using three key principles for market leadership. For anyone struggling with finding their way in business and life, Deliver the Unexpected offers a new way forward. Start doing the right things for the right reasons, and rise to your true potential.

As this year's member gift, every member will receive a copy of Richard's book "[Deliver the Unexpected](#)".

Full Schedule for Next Year

September 3, 2014: **Richard Robbins** - Deliver the Unexpected: And 6 Other New Truths for Business Success

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

November 5, 2014: **Peterborough's Empowering Women**

December 3 2014: **Christmas Gala**

January 7, 2015: **Nina Spencer** - Skills for Every



Thank You for Donating a June Door Prize:

Debbie Karpenko
- **Waterfront Interiors**

Lorie Gill - **GILL Solutions Management**

Tina Johnston - **Fandango Salon and Spa**

Michele Kadwell-Chalmers -
The Original Flame

Lynda Ethier - **Kawartha TV and Stereo**

Jennifer Daignault - **The Team at Magic 96.7**

Shannon Gray - **Sugar Me Right**

Carrie Wakeford - **Black Cap Design**

Lorraine Leonard - **Leonard Line**

Tracy Huang - **Kettle Drums**

Theresa Foley - **Magic 96.7, STAR 93.3 and 107.9 The Breeze**

Marlyn Cassidy - **Speakers Group**

Lisa Smith - **Holiday Inn**

Ray Henderson - **The Citiots**

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: TBA

June 3, 2015: **End of Year Celebration**

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

Early Bird

Get your 2014-2015 Women's Business Network membership now and be eligible for:

- Our Early Bird Rate - until Aug 15, 2014
- The chance to purchase ad space in the WBN e-blasts and newsletters
- The opportunity to apply to host a Business Spotlight

To register, please click the link in the registration email you received in June, or visit our [website](#) > log in > renew.

Member News

Marlaine Bennett: Marlaine is proud to announce [Bennett's Home Furnishings](#) in Campbellford and Peterborough was awarded La-Z-Boy's 2013 Top Multi-store La-Z-Boy Comfort Studio Award for North America! [Picture here!](#)

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.

CASL

As a WBN member, you will receive our e-Newsletters and other WBN benefit e-communications, like an e-blast outlining the opportunity to host or attend Business Spotlights and opportunities to showcase your business to the membership and our extended community.

As an active WBN member you are also able to communicate directly with existing 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.

All Candidates Debate



Thank you to all WBN members who submitted questions for the All Candidates Debate hosted by the Peterborough Chamber of Commerce. Our Past President Cheri Anderson represented the WBN on the panel and asked several very thoughtful questions. The WBN was also well represented in the audience.

How "Big Data" is Revolutionizing HR

Data analytics is basically the science of making informed conclusions that are based on data from a variety of reliable sources. Corporations have been applying analytics to business data for years now, in order to forecast and improve financial and overall business performance. The principles of this combination of technology and insight are now being applied to the world of human resources, with mixed results.

According to an article in Forbes Magazine ("Big Data in Human Resources," October 7, 2013), more than 60% of companies are now investing in data analytics tools to help make their HR departments more data-focused. Only 4% of these companies, however, are actually using these tools to their full potential to perform "predictive analytics" about their workforce (ie: understanding the drivers of performance and retention, using statistics to decide who to hire, analyzing how pay correlates to performance, etc.) While the use of these tools for HR purposes is still in the early stages of development, most field experts agree that applying statistical analysis to employee data will be the wave of the future.

For data analytics to work in an HR setting, you need to start with a significant database of employee information, which may include anything from turnover statistics, peer reviews and staff surveys, to performance appraisals and personality assessments. The goal is to take this data and use it to find commonalities among your top performers, pinpoint areas of employee dissatisfaction, and ultimately come up with viable models for employee growth and organizational development.

The challenge with this system is that historically many organizations (and HR people) relied on "judgement" and instinct in their decision making processes – to shift from this paradigm to one that is centered around the objective and analytical review of data may be a stretch for some. While IBM and SAP are offering some very user-friendly "Big Data" software packages, it is not enough to just compile the data, your team must know what to do with the data once they have it. Moreover, most small to medium sized businesses do not subscribe to these integrated (and often expensive) systems. For this reason, many organizations are relying on the use of outside statistical consultants to collect, analyze and make sense out of what can be an overwhelming store of information.

If it all sounds a bit daunting, start simple. Collecting and

keeping track of even basic statistics like age demographics, service, turnover, absenteeism, recruiting cycle time, and the like can provide an entry point for your organization's trek into big data. Have a look at the payroll or accounting software you use right now. You might be surprised to find that even the most basic packages offer some analytical toolkits that can provide data and reporting on information you have entered already but have never accessed. While data analytics will never take the place of sound strategic planning and leadership, there is no doubt that information analysis will continue to be an increasingly powerful tool to inform and validate important decisions across all levels of organizational development, including HR.

By Paula Savino, [Savino Human Resources Partners Ltd.](#)

Sleep

Ahhhh sleep, what a beautiful thing. Most of us can't wait to get to our bed, cuddle under our sheets and wait for that blessed slumber to arrive. We wake up refreshed, ready to start the day.

But for some people sleep can be a nightmare. It may be due to a snoring partner or the person themselves may wake up totally unrefreshed. They fall asleep while watching TV. They wonder what the problem is. They try going to bed earlier but to no avail. Why can't they get the quality sleep they need?

Sleep problems affect a large segment of the population. Studies are continuing to look into sleep disturbances, their causes and their solutions. You will often hear the term sleep apnea, but you may also start to hear the term hypopnea (reduced shallow breathing). They both result in decreased oxygen and cause disturbed sleep with all its resulting medical complications. Beware, this disease affects children as well as adults.

Obstructive sleep apnea occurs in 24% of middle age males, 9% of middle age females, and 70% of obese adults. It results in stoppage of breathing and lack of restorative sleep. This leads to an increased risk of hypertension (high blood pressure), diabetes, gastric reflux, heart disease, ADD, ADHD, lack of growth hormone, stroke and impotence as well as a number of other issues. This is a serious disease and not to be ignored.

Children can also be affected by sleep apnea. Some children have large tonsils and adenoids which block the airway resulting in disturbed sleep. These children can have decreased learning abilities, ADHD, emotional instability, and decreased growth as well as all the same medical risks as adults. Often parents of these children can become frustrated with the inability of their children to function and focus. The sad thing is they may be simply tired!!!

The only good thing about childhood sleep apnea is that if we catch it early enough it may be treatable. Surgery to remove large tonsils and adenoids as well as support from an orthodontist can have a marked effect on apnic episodes. If the child can breathe without obstruction they will be able to sleep. They will wake up refreshed and able to focus during the day.

So what should you do?

Well the first thing is to acknowledge that there is a problem and begin to address it. Contact a sleep specialist. This may be a dentist who is well versed in sleep disorders or a sleep physician. A thorough evaluation of your or your child's problem will be completed along with an in depth physical exam. If appropriate, a complete sleep study will be arranged. This test is key to understanding the type and extent of the sleep disturbance that may be troubling you.

Once the sleep study is completed and you have reviewed the findings, treatment options can be provided. For adults this may mean using a CPAP machine or an oral appliance. For those individuals who can't get used to wearing a CPAP or for those with only mild sleep apnea a sleep appliance can be made by a dentist with extensive education in sleep problems. In more severe cases a CPAP machine may be used. The results are not always 100% but many if not most are helped by today's advanced treatments.

If you have concerns about yourself or someone you know and love or simply have questions please don't hesitate to contact me. I am passionate about this topic. We now know that disturbed sleep is a genuine health risk which is under diagnosed and often left untreated. Don't be a statistic. Give us a call and get on the road to a better nights sleep.

By Dr. Judith Buys - [Comerstone Family Dentistry](#)

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

Member Benefits - Newsletters and E-Blasts

As a WBN member you can:

1. Place your linkable ad in our e-newsletters or e-blasts
2. Place a Video Ad in our newsletter - sent to both Members and the Community at large!
3. Submit a "Feature Article" as our "Guest Writer" (up to 600 words)
4. Submit "Member News" content by completing the [form](#) on the WBN website
5. Submit "Community Event" information by completing the [form](#) on the WBN website

For more information about how you can contribute, please contact Carrie Wakeford 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, Melissa Hopps, Kimberley Paget

f YouTube t @PagetDenture