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Peterborough Online 

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



November 22, 2013

**Hello**

Only 12 more days until the WBN Holiday Event.

**December 4th,  
7:00pm at the Venue.**

You are invited to bring a guest. (Men are welcome to this event.)

To order your guest tickets visit the [Program Page](#) of our website.

In this month's newsletter we have a feature article written by Andrea Shewell of Motion Specialties and several updates in the Member News and Community Events sections.

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.



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**President's Message**

**Hello!**

**WBN Member Ads**

Let me start off by saying that November's member meeting was an absolute riot! We laughed, shared stories and even managed to get a sing-a-long in (Sweet Cardine!), while learning about our fellow members and making new connections.



I can't wait to see that kind of energy in the room for our annual Holiday event on December 4th! Our only annual event open to both men and women, this White Christmas themed night is sure to be Peterborough's most fun and festive holiday party!

As part of the coordinating team for this event for the past three years, I am very excited about the enhancements we have made this year. In addition to sumptuous hors d'oeuvres and delicious desserts, stunning décor and an interactive TapSnap photo booth, we will be entertained by the swinging sounds of local R&B favourites The Channel Cats! Whether your idea of festive fun is catching up with old friends, sampling signature cocktails or dancing the night away, this event is sure to bring out the best of holiday cheer!

Guest tickets are only \$40.00, and members can attend for free as part of the benefits of WBN membership. Again, we are welcoming men and women to this event, and there is no limit to the number of guests a member can invite. If you would like to buy a guest ticket, please visit the [Program Page](#) of our website.

For those of you hoping to extend some generosity to the YWCA this holiday season, they will be hosting a toy drive (new unwrapped toys for ages 1-18) and a giving tree, where your cash or cheque donations would be appreciated.

I cannot wait to see everyone in December!

Cheers!

[Adrienne Richard](#)

President, Women's Business Network of Peterborough.

## Holiday Event Details!

**Time:** 7:00 p.m. to Close (hors d'oeuvres served throughout the night)

**Address:** The Venue, 286 George St. North, Peterborough, ON.

**Dress Attire:** Semi-formal

**Members:** This fabulous Social Evening is included with your WBN membership

**Guests:** \$40.00 per person (males and females welcome), which includes admission, entertainment, hors d'oeuvres and desserts. [Order Your Tickets Here!](#)

**Live Entertainment:** Bridget Foley and the Channel



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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](#)

## Holiday Event Entertainment

### Bridget Foley & The Channel Cats

This ensemble comes from the swinging side of Rhythm & Blues - the music that gave birth to Rock and Roll. The band's repertoire is a blend of Blues, Jazz, Jump, Gospel, Swing, Soul and early Rhythm & Blues classics. This very danceable variety of music would have been featured in the big city club scene of only the very hip .....from the 1940's thru mid 1960's.

The Channel Cats feature the music of:

Percy Sledge - Sam Cooke - Ray Charles - Bessie Smith - Nina Simone - Otis Redding - Eddie Floyd - James Brown - Wilson Pickett - Etta James ..... and many other classic performers.



Bridget and the Channel Cats Foley Cozy Christmas

Bridget Foley- Vocals,  
 Andrew Affleck- Bass  
 Marlowe Bork - Trumpet  
 Richard Conrad - Guitar  
 Curtis Cronkwright- Drums  
 Richard Conrad - Guitar  
 Steve McCracken - Saxes  
 Pete Woolidge - Keyboards

## Captured in Pictures

This video captures a few WBN moments from our November 6, 2013 meeting and our Business Spotlight with Kerri Davies at the [Canadian Mental Health Association](#).



### November Door Prizes

#### Thank you:

Janet McLeod: [East City Flower Shop](#)

Carley Stenson: [Anywhere But Here](#)

Lisa Smith: [Holiday Inn Peterborough Waterfront](#)

Kerri Davies and JoAnne

Klinkhamer: [Catering Plus](#)

Shannon Gray: [Sugar Me Right!](#)

Cynthia Sager: [Snap Peterborough](#)

Monika Carmichel: [Trent Valley Honda](#)

Donna Bennett: [Westben Theatre](#)



Women's Business Network In November 2013

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

## Complete our Poll

The WBN was profiled in the October edition of the Business Advantage magazine. Several WBN members also have featured ads in this issue.

We would like to know:  
[Did you read this issue?](#)

**Last month's poll results:** 78% of the WBN members who voted say they would like to continue sponsoring a boat in the Dragon Boat Race.

## WBN Member Interviews



PTBO Women's Business Network Interviews  
November 6th, 2013

Meet Gwyneth James from Cody & James CGAs and Tracy Huang from Sunlife Financial. Hear their views about the WBN Peterborough.

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

## Board News

**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 [Wanda Clancy](#) 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 Members at Large [Carolyn Corp](#) (705) 742-6185 or [Theresa Foley](#), (705) 876-7773 x 625.

**Mentor:** Assist other members by contacting Donna DuMoulin: [membership@womensbusinessnetwork.net](mailto:membership@womensbusinessnetwork.net)

**Exhibit:** Set up a display table in the Garden Court during the social hour on January 8, 2013. Book online at our [WBN store](#) or contact [Cara O'Grady](#).

**Share:** Find out how you can contribute to the newsletter by visiting the [Newsletter](#) page of the WBN website.

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

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## Business Spotlight - January 15, 2014

Our next WBN Business Spotlight will be at [Pineridge Broadcasting Inc.](#) / 96.7 FM.

**Date and Time:** Drop-in Wednesday, January 15, 2014 between 5:00 to 7:00 PM

**Address:** Unit 1, 360 George St. N., Peterborough

**Hosted by:** Theresa Foley

Come and tour our radio station and learn how everything comes together from music selection, to designing and building commercials, news, weather and traffic to relaying it all on air to our listeners. Meet our on air personalities and find out more about using radio and social media together as a marketing tool to grow your business. Prizes, draws, information and goodies. We'd love to have you as our guests at Magic 96.7FM.

## Last Month's Business Spotlight

Our most recent WBN Spotlight was hosted by Kerri Davies at the Canadian Mental Health Association on Wednesday, November 13, in their new offices at 415 Water Street.



Our evening began with a tour as well as a demonstration of the Ontario Telemedicine Network. The boardroom was standing room only to listen to the presentations given by each of the Program Managers.

Delicious refreshments were provided by Catering PLUS one of CMHA HKPR's programs.

Kerri certainly delivered on her promise that our members would 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. Maura Lustig warmly thanked Kerri and her team on behalf of all the WBN members who attended.

Carolyn Corp, Director at Large

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## Attention Corporate Members

We have recently added the email addresses of all corporate member "alternates" to our mailing list. If anyone from your group isn't receiving the newsletter please contact Carrie Wakeford at [new@womensbusinessnetwork.net](mailto:new@womensbusinessnetwork.net). We would be happy to add their names to the newsletter mailing list.

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## Member News

**Michele Kadwell-Chalmers:** The Original Flame is having fantastic sales on wood, gas & propane stoves & fireplaces til November 23rd! We are hosting a special two day sale on Regency fireplace products November 22nd & 23rd & the week of November 18-23rd all Jotul fireplace products are on sale. Save up to \$750 & get ready for winter at The Original Flame. [www.theoriginalflame.com](http://www.theoriginalflame.com)

**Shannon Gray:** On Sunday December 1st at 2pm Sugar Me Right! Christmas Open House. If you've been curious about sugaring or want to learn more about how we care for your skin, join us for demonstrations. Our Open House always includes great promotions, gift packages & door prizes. The first 20 people to arrive will receive a Christmas gift from us. Location: 288 Park St N. Join the event at: [facebook.com/sugar.me.right](https://facebook.com/sugar.me.right)

**Tracey Randall:** Peterborough Musicfest Diners Card books available the first week of December! A fabulous Christmas gift for your family, teacher, work colleagues, babysitters, hairdressers, paper deliverers, neighbours, and let's not forget our friends! BUY 3 GET 1 FREE promo up until January 30th. Available [online](#) for \$20 (PayPal), at Lansdowne Mall Customer Service Desk or Kawartha Tourism (Crawford Drive). Support our 28th season!

**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](mailto:news@womensbusinessnetwork.net).

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## Community Events

**Theresa Foley:** Cozy Christmas at Showplace December 22, 2pm \$10 each Presented by Theresa Foley, Humanwave.com and Showplace Family, Cozy, Christmasy! From R&B to Comedy to Classical - music from Bridget and the Gospel Girls, Beau Dixon, Michael Bell, Austin Carson Band, Tom Eastland, The Kraus Family and more. All proceeds pay teachers' salaries at a small school in Liberia Africa.

**Lynn Zimmer:** YWCA Holiday Gift Program. For many families escaping abuse, the first year can be especially difficult. Through the YWCA Holiday Gift Program, donations of new unwrapped\* toys, clothing & household items, grocery gift cards, etc. to help ensure families can share in the tradition of exchanging gifts and the pleasure of a special meal. To learn more email [pkemp@ywcapeterborough.org](mailto:pkemp@ywcapeterborough.org) or 705.743.3526.

**Sofie Andreou:** I believe in a world where everyone has a safe and decent place to live. With your donation we will help mobilize volunteers and community partners in building affordable housing and promoting providing homeownership as a means of breaking the cycle of poverty. PLEASE click here to donate [Habitat for Humanity](#)

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](mailto:news@womensbusinessnetwork.net).

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## Feature Article - Motion Specialties

### I've had a mastectomy, what's next?

About six to eight weeks after breast surgery it will be time to see a postmastectomy fitter. Women who have had a mastectomy should be able to wear a weighted prosthesis at this time since their incision should be healed.

Buying a breast prosthesis is not like shopping for other items, and the knowledge of the person helping you can make a big difference in what you purchase and how you feel.

There are many prostheses manufacturers and choices. It is always best to rely on the expertise of a trained, certified mastectomy fitter to help you find the most suitable brand and style for you. Breast prostheses should resemble the remaining breast as closely as possible in look and shape, and create a natural body silhouette for women. Breast forms exhibit natural movement behavior, that is, they move naturally when walking and when lying flat. But breast forms do not only play a cosmetic role; there are also medical reasons to wear them. A properly fitting breast form helps prevent secondary complications like lymphedema, bad posture or shoulder and neck problems.

Being fitted with a breast prosthesis that matches in size to the remaining breast, the weight equilibrium of the body is kept in balance. If you have had a bilateral mastectomy, being fitted with two identical weighted prostheses is necessary to restore and maintain body balance.

To securely hold a breast prosthesis, there are specially designed bras with integrated pockets. While still beautiful, these bras have clever tailoring - features like a slightly higher neckline and underarm, and soft padded straps - to address the unique needs of the women who wear breast prostheses. Finding a bra that fits properly, is comfortable and suits your style is the first step. Mastectomy bras today are pretty and feminine while providing the support needed to keep the prosthesis in the correct position. Although it is not mandatory to use a mastectomy bra with a breast prosthesis, it is recommended.

Next comes the prosthesis recommendation. The fitter will note the shape and drape of the remaining breast and try a prosthesis that best approximates those dimensions. The

prosthesis come in many different shapes and sizes, and an experienced fitter can usually determine fairly quickly which one will be most suitable. At this point, we use the mirror to show the client how she looks with the products chosen. When you are 100 percent satisfied with your look and the service you received our job is done.

We want you to walk out our door feeling secure, confident and beautiful.

Submitted by Andrea Shewell, General Manager/Certified Mastectomy Fitter - [Motion Specialties](#). (Andrea has 25 years experience fitting local women with Mastectomy products.)

## Business Tips

**Networking Tip:** If you're not comfortable at networking events consider offering to volunteer at the event. It's a great way to meet people and it provides you with a great reason for initiating conversations.

**Social Media Tip:** Traditional advertising requires you to know your clients: "Where will I find them?" "What is the best method for reaching them with my message?". The same applies when you are using Social Media. Are your clients using Twitter, Facebook, Pinterest or LinkedIn? Do they prefer text, video or images?

**Membership Tip:** Visit our [WBN LinkedIn Group](#) and join in the conversation. We have had several recent posts including an article shared by Marilyn Cassidy about [Time Management](#).

## Member Quote

I love going out to the WBN meetings. It's like having a girls night out. One of the things I like most is that no one tries to sell you anything - I think people are there to genuinely try to build a relationship with you and so it makes it easy to just be yourself. A bonus is that by the end of the night, you've not only had the chance to meet a few new faces in a comfortable setting, but you also get to take home some great learnings from the amazing speakers that the WBN attracts and seeks out!! I think the positive feel of the WBN would not be possible, if it weren't for their energetic and cordial leadership team! Great job Ladies!

**Kris Dawson** of [Putting People First Solutions](#)

## New Members

### Spread the Word

Please join us in welcoming new members:

- [Jasleen Sahni](#) from the Peterborough Inn and Suites
- [Kathleen Norman](#) from Omemee Veterinary Hospital/Kawartha Veterinary Emergency Clinic
- [Stephanie Escott](#) from Enhancing Abilities Self Employment
- [Christine Baayen](#) from The Ugly Pug
- [Peggy Shaughnessy](#) from Whitepath Consulting

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](mailto: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](#)

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## 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](mailto:news@womensbusinessnetwork.net)

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