



FOR IMMEDIATE RELEASE

Entering its 57th season, WBN's speaker lineup is heavy on local female businesswomen who are making their mark

Peterborough's doers, dreamers and leaders will share encouraging experiences that will resonate with women no matter where they are in life.

PETERBOROUGH, ON – Thursday, August 30, 2018

The Women's Business Network of Peterborough (WBN) will kick off its 57th season on Wednesday, September 5, beginning at 5:30 p.m. at the Holiday Inn Waterfront–Peterborough, featuring stories by three leaders from the Peterborough business community.

Tracey Ormond, owner of That's A Wrap Catering in Peterborough; Monika Carmichael, owner and General Manager of Trent Valley Honda; and Heather Doughty, local photographer, will share their knowledge and inspiration with an audience of 160 professional women from across the Kawarthas and surrounding areas.

Featuring more local speakers in the upcoming season reflects the membership's desire to focus on local expertise to build the program. The 2018-19 program features 70 per cent more local businesswomen with presentations ranging from engaging women in political action to becoming more resilient through self-compassion.

"Our members spoke and we listened," says Tracey Ormond, who is also the president of the WBN. "They want to hear more from our members. They love local and they want to get to know the people they are doing business with. We want our members to see that we can all relate by sharing our struggles and successes."

The group's theme this year—"Better together"—was created with the intention of connecting members on a deeper level and developing the existing relationship WBN already has with other local organizations.

"Our aim is to establish new community projects and promote the WBN and all the great things the organization does in this community," says Ormond.

"Each of our meetings, speakers and workshops will connect to components of our theme this season, 'Better together,' but we will balance the depth of the topics with some light-hearted entertainment."

New and seasoned members will gather to start their year's activities and celebrate the ongoing mission of the WBN: To promote and support women in business through professional and personal growth opportunities.

The evening will also feature the WBN's trademark networking and social hour with exhibitor tables, followed by a plated dinner, and an opportunity to promote exciting events and programs with door prizes.



From September to June, the WBN will host a full slate of varied events for members to expand their business acumen, their business network and tap into their sense of fun, including a Christmas gala and an annual trade show.

For the 2018-19 program lineup, please visit www.womensbusinessnetwork.net/program.

WBN memberships are available to purchase at www.womensbusinessnetwork.net/membership. Guests can attend member meetings for \$40.

Sponsorship opportunities are available by contacting director@womensbusinessnetwork.net.

About the WBN

The Women's Business Network of Peterborough is a networking channel for women who wish to enhance and expand their business contacts and grow their businesses. Formed in 1961 as the Peterborough Chapter of the Canadian Advertising and Sales Association, the network has evolved into a dynamic and growing membership of women with diverse backgrounds and careers who meet to share their knowledge and experience and promote their businesses. From September to June, a wide-ranging program of learning, sharing and socializing is provided for members. Guest speakers, trade shows, special events, and gala socials make the WBN the premier network for women in the Kawarthas and surrounding areas. For more information, please visit www.womensbusinessnetwork.net, or connect with us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

For further information or for media queries, please contact:
Rencee Noonan, Director, External Communications
publicity@womensbusinessnetwork.net
705-772-9351