

## networking notes

### **PBWA: Monthly Networking Meeting Wednesday, August 3, 2005, 12:00 PM**

The Purple Iris at Hartwood  
1409 Winchester Avenue, Martinsburg, WV  
**Meal cost: \$12/payable to PBWA at the door**

### **NETWORKING BREAKFAST**

Wednesday, August 17, 2005\*  
8:30 to 9:30 a.m.  
Shepherdstown Breakfast networking Meeting  
Shepherdstown Sweet Shop  
German Street, Shepherdstown  
Phone: 304-876-2432

*\*Please note, the networking breakfasts are now on the third WEDNESDAY of each month.*

### **MONTHLY NETWORKING MEETING**

September 7, 2005, 12:00 PM - 1:30 PM  
The Purple Iris at Hartwood  
1409 Winchester Avenue, Martinsburg, WV  
Meal cost: \$12 payable to PBWA

### **NETWORKING BREAKFAST**

Wednesday, September 21, 2005  
8:30 to 9:30 a.m.  
Shepherdstown Breakfast networking Meeting  
Shepherdstown Sweet Shop  
German Street, Shepherdstown  
Phone: 304-876-2432

### **LOOKING FOR DOOR PRIZES**

Door prizes are welcome at the monthly meetings. Just bring it along to the meeting and let 'em know when you check in. It's a terrific way to promote your business!



### **NEW MEMBER CORNER**

Amanda Collier:  
Doctor of Chiropractic, 1st Priority Medical Choice  
Anna Binkley:  
Certified Relexologist  
Jennifer Irving:  
Virtual Assistant, Executive Administrative Solutions  
Amy Mathews Amos:  
Environmental Policy Consultant, Turnstone Consulting  
Pansy VanMeter:  
Owner/Designer, PV-Designs Masterful Spaces

### **RENEWAL**

Gail Moxley:  
AVP/Mortgage Loan Originator/Commercial Loan Officer,  
Citizens National Bank

### **WE NEED VOLUNTEERS**

The 3rd Annual PBWA Women in Business Expo will be held October 6, 2005 from 5:30 to 7:30 at the Holiday Inn, Martinsburg.

We need volunteers for the following:

- To plan advertising
- Help Ginger Lewis design the Exhibit hall table arrangement
- Help Michelle Faust collect door prizes and arrange the baskets
- Do outreach at the PBWA table
- Greet guests at the Registration table and have them sign up for the door prizes
- Be the "Bag Lady": get the bags, get the brochures, stuff bags, hand them out at Expo to guests

Here is what the committee has planned so far. (Any item not listed will be handled the same way as last year)

- We will have two sessions of the same workshop. Title: "Tips for Being a Successful Business Woman".
- We will have a Gold and Silver level of Business Sponsorship.
- Gold will get the same perks as last year (which includes participation in the workshops as presenters or moderator) \$200.00
- Silver sponsorship level gives same perks as Gold EXCEPT

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**AUTHORIZATION NEEDED**

We would like to make all the links and emails in the Member Directory on the PBWA web site active links (clickable) but need your written permission first.

Make my email\* an active link. My current email: \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Make my web site link an active link.  
My current web address: \_\_\_\_\_  
(PLEASE PRINT CLEARLY)

Signed: \_\_\_\_\_

If you would like your links active and have not already done so, please sign and mail this form to:  
PBWA • P.O. Box 2586 • Martinsburg, WV 25402

\*Note: Anti-SPAM measures are being used on the site to help prevent your information from being harvested.

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they will not participate in the workshops. \$100.  
• Tables for all others will be \$50 (same as last year)  
• We will find small plastic bags to make up as "Goodie" bags in advance. For only \$10 you can have your flyer or brochure included in the bag. We are doing this instead of putting them out on the PBWA table.

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**WOMEN IN BUSINESS**

Women executives come to the job with traits male executives would be wise to gain, according to a study by Caliper, a management consulting firm combined personality assessments, a demographic analysis and in-depth interviews with 59 women leaders from large companies in the United States and the United Kingdom. Among the findings:

- Women leaders are more persuasive than male counterparts.
- Women learn from adversity and persist with an "I'll show you" attitude
- -Women develop an inclusive, team-building leadership style to solve problems and make decisions.
- Women are more likely to ignore rules and take risks.

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**ANNOUNCEMENTS**

Sept. 22 is American Business Women's Day and Sept. 29 is National Women's health & Fitness Day-- make plans to do something special tocelebrate both days.

September is also National Coupon Month- so get your PBWA special into Terry by August 15th so the September issue of The Connector can be filled with PBWA member specials!

Congratulations to Ginger Lewis who graduated with the 2005 class of Leadership Berkeley.

Congratulations to Su Carroll for bringing back more medals in swimming at the Senior Veterans Games in Texas early in June. Su also traveled to Pittsburgh to participate in the Senior Olympics- no medals but she deserves credit for going and competing.

Congratulations to Jane Tabb for organizing a great 4th

Annual Jefferson County Farm Day. Jen Rolston did the brochure for the self-guided tour to 4 farms to help educate people about animals and farming.

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**COMPLIMENTS**

We got a nice thank you card from Loaves & Fishes thanking us for our contribution (from the June 1st dinner). They said, "It is only through your generosity that we can continue to serve the needy in our community. Your support is very much appreciated."  
Signed: Pat J.

Also, Marissa Dean, gave us a wonderful description of her venture to D.C. She was very precise and well in control of the talk. Of course her nervous mother, was right behind her all the while. I don't think mom will be able to stay there much longer, that young lady has a pretty good idea of what her future will be, and we look forward to hearing more from Marissa, our little sister.

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**PBWA MEMBERSHIP PAYS OFF**

Recently, Diane Mickelson received a phone call from a young man in San Mateo, California. This young man was very concerned about his mother who lives in Inwood, and wanted to hire a personal trainer for her. He found Diane's business-- DINAMIC FITNESS-- listed in the PBWA directory online, and he made a phone call. His mom is now exercising twice a week with Diane.

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**KICK UP THE CALCIUM**

I met Lily Spandorf in 1992 when I was the co-director of Coolfont Spa in Berkeley Springs. She had been coming to Coolfont for many years from Washington, DC, where she was an artist extraordinaire. Her paintings of historical architecture in our nation's capital are world renown and her wonderful rendition of Sam's Sunflowers is a must-see for anyone visiting Coolfont.

Lily was 77 years old then, and osteoporosis had changed her already diminutive height of five feet to a stooped four-foot, ten inches tall. She literally had to crane her neck UP to see

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## NEW FEATURE

Advertise your specials and deals here!

The Rules:

1. Must be submitted each month
2. First come, First serve
3. Ads run based on available space.
4. Must be advertising a special or limited time deal.
5. Each ad will be a "business card" size.

Currently the cost is free to place an ad, but the copy needs to be emailed to [terry@thewritemarket.com](mailto:terry@thewritemarket.com) by the 20th of each month.

Example Ad:

## Susie Sewsalot

***10% off all mending  
for the Month of June, 2005***

Call Susie: 555-1234  
visit her website at: [www.susiesewsalot.com](http://www.susiesewsalot.com)

Example Ad:

## Barbie's Beauty

***Half off all manicures for  
the month June!***

Call Barbie for a appointment: 555-1234  
123 Left Street  
Right, WV 12345

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where she was going. But, despite her continuous pain, she remained bright-eyed and mentally active until her death in February of 2000.

Lily's stooped posture may have been preventable. Osteoporosis is a loss of bone structure leading to fragile, weak bone density--could have been warded off by some specific behaviors earlier in her life.

First of all, we all need a full calcium bank. Our bones are that bank. If we don't get enough calcium to fill our daily requirement, our body makes a withdrawal from the bank. We use calcium to conduct nerve impulses, contract our muscles, control our blood pressure and keep the clotting factor functioning in our blood.

How much our bank holds depends upon several risk factors--age, gender, race, family history and lifestyle. When we are young, our bones are growing. A great time to drink milk instead of sodas--and get plenty of green leafy vegetables (parents, are you listening?) This builds the base of our bone structure for the rest of our life.

About age 35, you reach a turning point, says Miriam Nelson, Ph. D., author of *Strong Women Stay Young*. Now your natural tendency is to lose about half a percent a year of your bone density. This is called osteopenia.

While 55% of people over 50 years old will be affected by osteoporosis, women are four times more likely to develop it than men says the National Osteoporosis Foundation (NOF). (See [www.nof.org](http://www.nof.org) for more information). The reason is that women's bone formation slows after menopause since the hormone, estrogen, is not as readily available to the bone-making cells or osteoblasts.

Caucasian and Asian women seem to develop the disease more often, but Hispanics and African Americans can also get it. And, if your mother broke her hip at a young age, you may be just as susceptible.

Finally, when it comes to lifestyle habits, follow step #3 of the Bone Health Guidelines put out by the NOF:

1. Get the recommended amounts of calcium and vitamin D.
2. Do weight bearing exercises.
3. Avoid smoking and excessive alcohol consumption.
4. Talk to your doctor about your bone health.
5. Have a bone density test and take medications when appropriate.

So, how much calcium do we need on a daily basis? The recommendation is between 1000 and 1300 milligrams a day depending on your age. Growing youngsters, pregnant women and postmenopausal women need the most. If you are not getting this amount in your food, you may need to

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take a supplement.

Good food sources of calcium include milk, cheese, yogurt and ice cream. Non-dairy sources of calcium are green leafy veggies, like collards, spinach and broccoli and calcium-fortified orange juice or tofu with calcium sulfate. Canned salmon bones included--and cooked legumes (dried beans) are also great calcium sources.

Vitamin D helps with the absorption of calcium and is often included with a calcium supplement. But just 5 minutes a day in a little sunlight will also provide you with vitamin D.

Weight bearing exercise, like walking, running or tennis, will help keep your bones strong. And strength training helps, too. Dr. Nelson states that her study for the Journal of the American Medical Association found that when women who were post-menopausal participated in regular strength training they gained an average of one percent bone density in their hips and spine compared to the control group. This was without the benefit of added estrogen or other bone-strengthening medicine. And they did not ingest large amounts of calcium. The control group lost around two percent of their bone density.

To add more dairy products and calcium to your diet, check

out [www.midwestdairy.com](http://www.midwestdairy.com) to find some great summer recipes. Just remember the rule of variety and moderation, and you will be on your way to better bone health.

Diane Mickelson is the owner of DINAMIC (dynamic) Fitness. She speaks professionally on health and wellness topics and is a personal trainer for women.



#### CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The Connector, enclose them in the body of an email or as a Microsoft Word attachment and send by the 20th of each month to: [terry@thewritemarket.com](mailto:terry@thewritemarket.com)

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