

# *the* Connector

July 2006

A Newsletter for Members of the Professional Business Women's Association

Vol. 06/Issue 7

## networking notes

### MONTHLY NETWORKING MEETING

Wednesday, July 5, 2006  
The Purple Iris at Hartwood  
12 Noon • \$12.00 at the door  
Topic: Health & Fitness

### MONTHLY NETWORKING BREAKFAST

Wednesday, July 19, 2006 • 8:30 to 9:30 a.m.  
Shepherdstown Breakfast networking Meeting  
Shepherdstown Sweet Shop  
German Street, Shepherdstown  
Phone: 304-876-2432.

### MONTHLY NETWORKING MEETING

Wednesday, August 2, 2006  
**NOTE:** The Clarion • Shepherdstown  
12 Noon • **\$15.00 per person**

### MONTHLY NETWORKING BREAKFAST

Wednesday, August 16, 2006 • 8:30 to 9:30 a.m.  
Shepherdstown Breakfast networking Meeting  
Shepherdstown Sweet Shop  
German Street, Shepherdstown  
Phone: 304-876-2432.

### 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)

### 2006 MANAGEMENT COUNCIL

*Christina Lundberg*

**SBDC of CTC Shepherd**  
304-260-4382  
[clundber@shepherd.edu](mailto:clundber@shepherd.edu)

*Joyce Ervin*

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Premier Properties**  
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**PBWA**  
Professional Business Women's Association

*Judith Friend*

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*Terry Kent*

**The Write Market, LLC**  
304-876-2320  
[terry@thewritemarket.com](mailto:terry@thewritemarket.com)

### NEW MEMBER CORNER

Mary E. Davis  
Owner of MBroiderie.

Carol L. Decker  
Certified Nurse Midwife at Shenandoah Women's Health

Judy Larkin  
Owner of The Larkin Tea Company, LLC

Sarah Soltow  
Owner of Rugs for the People

### MONTHLY 50/50 RAFFLE

We're continuing to offer our 50/50 raffle. Bring those extra dollars to lunch! At the end of the year, all monies raised will be donated in PBWA's name. (charity still to be determined).

### MEETING TOPICS

*Meetings:* Based on the responses at the January meeting, the 2006 Management Council has planned the following events for the year:

- July: Health and fitness panel
- August: Meeting in Shepherdstown at The Clarion
- September: SBDC
- October 4- 4th Annual Women in Business Expo
- November: Open
- December: evening Holiday Gala

### ANNOUNCEMENTS

The State Treasurer-sponsored "Women and Money" conference will be held at the Clarion in Shepherdstown on August 25. The conference, which is free but requires reservations, is an all-day event. You can learn more about it and register at [www.wvtreasury.com](http://www.wvtreasury.com). (Space is limited.) Ellen Hoffman will be leading a retirement workshop at the conference.

The 3rd Annual Hispanic Festival will be held at War Memorial Park in Martinsburg on September 30, 2006 from noon to 6 pm. A non-profit can exhibit for \$30, and others can exhibit or be a vendor for \$50. Contact Christina Lundberg at 260-4382 for details and a form to complete by July 30, 2006.

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## CURBING CANCER

By *Diane Mickelson*

We will soon be upon the fifth anniversary of the passing of my dear friend—Joyce Heiden. Many of you in Martinsburg remember her as the vivacious hostess at the Anthony House, the workaholic at the VA Hospital, a loving mother to Bo and a true friend—ready to be there for you in a minute. Cancer was her nemesis.

The good news is that the American Cancer Society (ACS) reports that cancer deaths have dropped in the United States since the 1970s. The bad news is they estimate that about one-third (188,277) of cancer deaths in 2006 will be due to the average American being overweight, eating poorly, and not exercising.

“At least half of all cancer deaths could be avoided if people would stop smoking, have screening tests, reduce levels of obesity and overweight, and improve nutrition and physical activity,” says the ACS.

You don’t have to become a total health freak to aid in cancer prevention. For many of us, just changing a few lifestyle habits will aid in the lowering of our cancer risk. Moderate exercise and eating a more nutritional diet can help us return to an average weight for our age and height. These two habits will also keep you out of the category of “obese.”

So let’s exercise first. A good friend of mine used to be part of a liturgical dance group in the area. She moved away and started liturgical dance in her new church. Practicing her routine daily led to a 10-pound loss of weight. She is ecstatic and says she will keep up her daily dance practice.

And weight control can be as easy as dancing around the house for half an hour each day. Put on whatever music strikes your fancy and move to the beat. Or, if you need more structure, sign up for any number of aerobic dance classes around the area.

There is no excuse for not spending a half hour each day in some sort of bodily exercise. Not only does it help with cancer prevention, but also helps your heart and lungs and keeps your cells using insulin correctly to prevent diabetes.

You don’t have to spend lots of money. Just go out the door and walk for 15 minutes—(in a safe area)--turn around and go back home. If the weather is bad, go to the mall or walk around in the house.

Buy some lightweights, and get some safe instruction on their use. When you are watching television in the evening, use the weights during the commercials instead of heading to the “white light” of the refrigerator.

Eating better can be easy, too. Have salad at lunch instead of a burger or a sub. Ask for the dressing on the side and dip the tines of your fork in it before you pick up a bite of salad. You will be surprised that you only use about half the amount of dressing—and get half the fat calories.

And fat, especially saturated fat is a big cause of many forms of cancer. Saturated fat is found in meat products--especially red meats—and in many processed snacks and sweets that use palm or coconut oils. For several years there was a big push to get those oils out of packaged foods, but I have noticed they are sneaking back in since we have put so much emphasis on trans-fats. You have to become a label reader.

Get more fruits and veggies in your diet. Cut up carrots and celery and have them at the ready when you need something to munch on. Make a super dip with non-fat sour cream and a packet of the original Ranch dressing mix. Keep a banana or an apple and a small box of raisins with you at all times. That way if you need a snack, you will be ready.

Start buying “whole wheat” bread and other whole grain products. Be adventuresome and try quinoa--which has lots of protein—millet, brown rice or barley.

And probably the biggest cause of America’s problem with obesity is portion size. You control how much food you put in your mouth. Only eat one helping when you are at home instead of having seconds and thirds. Split your restaurant meal with your friend or ask for the to-go box right away and put half the meal in it to take home. You now have dinner for tomorrow, too.

For sometime we have used the body mass index or BMI as a measure of wellness. It compares your height to your weight and gives a score. The charting doesn’t take into account muscle mass though, so someone who is a body builder and very fit might show up as being overweight, when in fact, they are not. A better measure is just to get a tape measure and put it around your waist. Women should be less than 35 inches and men should be less than 40 inches. If you are above these numbers, you should begin today to get the number lower.

If you have questions about exercise and nutrition, consult your doctor. It is especially important to talk to him or her before embarking on a rigorous wellness schedule if you have a chronic health condition and take lots of medications.

If you have cancer-related questions, there’s lots of information out there. I recommend cancer.org, a web site by the ACS. There are many more healthful suggestions than I could give you today at this informative sight. Your body

will thank you for looking at it.

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

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## ARTICLE ON MENDOZA PUBLISHED IN VIRGINIA WINE GAZETTE

*By Ellen Hoffman*

As many members know, I and my partner Riccardo Accurso have a home and a tour business in Mendoza, the capital of Argentina's wine country. I am also a free-lance writer.

So I put my two hats on and wrote an article that has just been published in the June issue of the Virginia Wine Gazette, a 30-plus-page newspaper that serves the dynamic Virginia wine country.

Titled "Mendoza, Argentina Becomes New Wine Capital," the article describes the recent designation of Mendoza as the 8th "Great Wine Capital" of the world, and the entrepreneurial boom that has brought huge amounts of capital and large numbers of expatriates from all over the world to this European-style city at the base of the Andes.

Because of a terrifically favorable exchange rate, Mendoza remains a bargain for anyone who can pay travel expenses with dollars. As you can see on our website, [www.amazingmendoza.com](http://www.amazingmendoza.com), we continue to offer tours that combine travelers' choices of four themes—wine, food, art and culture (including tango!) and mountain scenery (the Andes, up to nearly 23,000 feet). Most of our clients want custom trips, and we are happy to arrange exactly the combination of events, experiences and schedules that works for them.

In the next few months, we'll be completing renovation work on our home, which will be an ideal place for groups to convene for any concentrated activity ranging from a strategic planning retreat to a painting, photography or yoga workshop. The facilities will include very comfortable, totally new rooms, public areas for eating, meeting and relaxing, a landscaped garden, a pool and a terrace with a huge, typical Argentine barbeque.

*For details, give Ellen a call at 304-876-2243.*

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## IMPROVING RANKINGS IN SEARCH ENGINES

*By Jennifer Irving*

Search engines basically store information about a large number of web pages, which they retrieve from the WWW itself. These pages are retrieved by an automated web browser which follows every link it sees. The contents of each page, words from titles, headings, body text are then analyzed to determine how it should be indexed.

When a user comes to the search engine and does a search

by typing in some key words, the engine looks up the index and provides a listing of best-matching web pages according to its criteria. The best matches will score a higher page rank.

Today, it's all about page rankings. Business owners spend a lot of money to get their website rated high on the search engines, and there are companies that only do Search Engine Optimization (helping your website score higher in the search engines).

There is a whole science to figuring out the algorithms behind search engine ranking that could make your head spin. But here are some easy tips that you can quite easily use on your website today to help your search engine rankings.

One easy suggestion is to simply say on your website that you would like links. Come right out and ask for it, and also make it extremely easy for people to link to your site by writing code and providing images (if you want an image used with the link). Explain why it will help: "If you've found this site useful, please link to us so that others can benefit."

Play an active part in online discussion groups and forums. Not only will you learn, but also if you can provide good advice, you'll become known as an expert in your field. At most message boards, you're also allowed to have a signature file that you can use to link back to your company. When the forums are indexed by the search engines, this is another opportunity for your website to gain popularity.

Publish a regular newsletter and republish the content on your Web site. Encourage people to link by asking, "If you've enjoyed this newsletter, you can link to the permanent version at (insert URL)."

Publish articles in other e-zines or submit them to article banks. When you submit an article to an article bank you give people permission to use your article, and at the bottom of the article you put an author box which talks about you and also provides a link to your website.

You also may hear the term keywords thrown around a lot. It is suggested to place "meta tags" on your website for search engines to know where to index your website. This is a good suggestion, but not all search engines (like Google), use meta tags. A better suggestion would be to check the first couple of lines of the first paragraph of your website to see if it's appropriate to be used as a description of your page. Many search engines utilize the first couple of sentences of the body text as the search results description, instead of the contents of the META DESCRIPTION tag.

Hopefully these tips will help you as you learn about search engines and how to optimize your site to do better in the engines.

*Jennifer Irving is co-owner of Executive Administrative Solutions, providing administrative, bookkeeping, personal, and web design assistance to working women who are overwhelmed, overworked, or just plain tired. You may contact her at 304-728-8301 or <http://ExecAdminSolutions.com>*

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## **REPRINT FROM JULY 2004 NEWSLETTER - EFFECTIVE EXPO MARKETING**

These hints were first printed in the July 2004 newsletter and as time for the 2006 'Women in Business Expo' draws closer, we thought we would re-share some of these terrific ideas.

### **Pre-Expo Promotion:**

Invite clients, customers, business associates, vendors and prospects. Include Expo info in your newsletter, ads, correspondence, e-mail and voice mail. Perhaps even incorporate an incentive, "Visit us at the Expo and receive a free gift."

### **Successful Exhibits:**

Professional exhibit space equals a professional image. Use signs, graphics, photos and products. You may wish to only display product packages/boxes to eliminate theft

or "freebieconfusion." Keep your exhibit simple--it should take 3-5 seconds to determine what your business is. Add warmth with flowers, fabric, etc. Set up your exhibit prior to the Expo and take a photo to remember how to set it up once you arrive.

### **At the Expo:**

Space should be open and inviting and accessible for the disabled. Use table for exhibit, not as a barrier--don't hide behind it! Wear professional attire and be pro-active (no sitting, reading, food or drink). Use a lead card--a 1pg flyer addressed to participants of event. Use promotional giveaways and maybe limit them by "pre-qualifying" them to serious inquiries. Never take down exhibit before the Expo is over.

### **After the Expo:**

Follow up on leads: do the mailings, follow up with phone calls and make the sales!

### **Expo Emergency Kit:**

Velcro, scissors, tape, stapler, note pad, pens, paper clips, duct tape, post-it notes, static guard. And if needed, extension cords, surge strips, light bulbs. And, don't forget your BUSINESS CARDS! You may want to keep a stack in your vehicle.

**DBWA**

