

the Connector

March 2007

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

Vol. 07/Issue 3

networking notes

MONTHLY NETWORKING MEETING

Wednesday, March 7, 2007 (1st Wed. each Mo.)

The Purple Iris at Hartwood

6 PM \$12 at the door - No Res. Required

Topic: Mentor and Role Models

MONTHLY NETWORKING BREAKFAST

Wednesday, March 14, 2007 (2nd Wed. each Mo.)

Shepherdstown Sweet Shop

German Street, Shepherdstown

8:30-9:30 am - No Res. Required

MONTHLY NETWORKING LUNCH

Wednesday, March 28, 2007 (4th Wed. each Mo.)

Toscanni's

Corner of Maple and King, Martinsburg

12 Noon - No Res. Required

MONTHLY NETWORKING MEETING

Wednesday, April 4, 2007

The Purple Iris at Hartwood

12 Noon - \$12 at the door - No Res. Required

Topic: Spring hats and ideas for "springing" your business

CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The Connector, send by the 18th of each month to: clundber@blueridgectc.edu

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ANNOUNCEMENTS

March 7 meeting starts at 6:00 pm at the Purple Iris, the cost will still be \$12. Come prepared to share information on your role model or mentor. See below for submissions by several members.

Special Event: PBWA Open House at Seaside Tanning and Spa, March 21st from 3 to 6 pm. Come learn about all the wonderful services Donna Hubbard has created at 881 Mid Atlantic Parkway, Martinsburg.

The Professional Business Women's Association was founded in 1994 with our mission being: To support and foster the development, leadership and community service of our members. Membership is open to professionals, business owners, women who work in business and aspiring business women. In 2002, PBWA decided to have a Women in Business Expo to help promote the organization, and to promote the businesses of PBWA members.

At the February PBWA lunch there was a discussion about the 2007 Expo. A survey was sent out via e-mail to get feedback for this event. If you did not get the survey, call J. J. Myers at 263-2858.

FastTrac Growth Venture 10 week hands-on program will be offered at the WVU Erma Byrd Professionals Education center in Martinsburg starting March 15 from 3 to 6 pm. Call Patrick Gregg at 304-333-6773 or plgregg@wvhtf.org for registration details.

MY MENTOR

By Susan Grace Wisniewski

One brilliant aspect of my mentor is that I never realized that this woman was my mentor until we were halfway through the eight years that we eventually worked together. Through my mentor's guidance, I entered a world of healing where anything was possible and I was forever changed from that point on. Tory opened doors for me into the mystery of life and healing and I am eternally grateful for the education. She helped restore my belief in God, my belief in angels, my belief

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in my self and in my own inner knowing.

I had the good fortune of learning about holistic healing and Homeopathic Medicines when my first child was only 5 months old. Homeopathy looks at the whole picture of the individual and their symptoms; physical, mental, emotional and spiritual. Our family began using these natural medicines successfully and exclusively for every cold, flu and injury.

As time went on, I began exploring other types of holistic healing. Later, through a series of synchronistic events, I found this therapist who used visualization to help heal physical and emotional issues. Tory was uniquely qualified to 'work' on me. Besides all the life experience she had to draw from, she was trained as a nurse and had left nursing to pursue the study of a soft tissue manipulation technique called cranial-sacral therapy. This therapy was developed by an osteopathic physician named John Upledger and has since gained international recognition for it's effectiveness in reversing the effects of trauma on the body, mind and spirit.

We had a cooperative working agreement; I would show up once a month for a "healing session" and I would walk away each time with one more amazing learning experience which had indeed healed another part of me. Tory taught me how to 'hold the healing space' for the client, to encourage the client to find their own inner answers and to be open to following the session wherever it needed to go. With Tory's help and with God's help, we reversed the effects of many of my childhood injuries. Some of my injuries were mostly physical, such as broken bones. Some of my injuries were mostly emotional, such as the loss of a sibling. We addressed issues as they presented in my daily life; as my current issues would alert me to similar past issues which were ready to be healed. With Tory's assistance, my life's search for the simplest, most efficient ways to heal was begun and now, every day in my Reiki practice I am shown more and more with each client I mentor. It is my wish to pass on the gifts of my mentor as I support others in their own self healing.

EMMA PEEL - MY MENTOR, MY HEROINE

By M. Johnna Shamp, Ph.D. - with some reflections in ().

Diana Rigg played Emma Peel on the British series The Avengers from 1964-1967. I watched those original programs while in college & graduate school – and still watch current reruns on BBC. She, unknowingly of course, served as my mentor and my **heroine**.

(In 1985 or so, I interviewed for a high-level job with a major insurance company. Their whole organizational culture revolved around the "cult" of Morris Massey – a consultant/

trainer who espoused that "What you are now is what you were then." Part of his gig was that when we are young (12 or so), we have heroes who shape our life/destiny. My final interview at said company was with the president. By this time, I knew their culture was not a good fit for me. Anywho, one of the standard questions he asked was who was my hero when I was young. I told him that I didn't really have any heroes then and that I have always had more of an internal, rather than external, focus. He kept pushing on the question – clearly upset that I did not fit Massey's model. Finally, I told him that I did have one heroine (again, not a hero as Massey emphasized). The president was relieved when he finally got an answer close to what he wanted. But then, when I told him that my **heroine** was Emma Peel, he really couldn't handle that. I don't know if he ever recovered!!!!)

With an IQ of 152, Mrs. Peel was a mental match, as well as a physical match, for any opponent. Her beauty, prowess, wit, and charm made her one of the most desirable and formidable women of the 60's and early 70's. Few women since have had such a long lasting impact. Her character was notable for a number of characteristics. She is a feminist heroine, eschewing traditional "damsel-in-distress" portrayals of women (Assertiveness is good!) She is rarely bested in any fight and rescues her partner Steed as often as he rescues her. She is a master of martial arts and a formidable fencer. A certified genius, she specializes in chemistry and other sciences. She is often seen in episodes engaging in artistic hobbies and had success in industry at the helm of the company of her late father, Sir John Knight. (I am also very bright, even a Mensa member at one time, engage in at least one artistic hobby – stained glass -, and have had success in helm-like positions in industry and academia and consulting.) The name "Emma Peel" is a play on the phrase "Man Appeal" or "M. Appeal", which the production team stated was one of the required elements of the character. (Appeal is good!)

(While surfing for info on Emma Peel, I even found a link to a 2002 Ph.D. dissertation – "Emma Peel – feminist icon or swinging 60s chick?" I go with the answer is "yes" ... The author – a woman, of course, - introduced her work with "I have been inspired for many years by The Avengers and its most famous character Emma Peel. In this dissertation I will be debating Emma Peel's status as a valid feminist icon and whether she is simply a cult icon with no real importance within the twentieth century and beyond. I will be looking at her in the context of The Avengers and its other characters, her importance as a feminist and how the clothes she wore communicated her identity.")

Mrs. Peel's style of dress typified the period, and the character is still a fashion icon. The costume designer created a wardrobe of black and white op-art mod clothing and mini skirts. It was also filmed before the mini skirt had become

mainstream. (For my 60th birthday party, I wore a very short miniskirt of blue suede with silver studs, a matching studded vest – an outfit I wore often in graduate school!, a sweater, white net hose, and very high heeled, high topped white leather boots.) Mrs. Peel is often best-remembered for the leather catsuit she wore early on in her first season. (Back then in the mid-sixties, I even had a simulated leather – black – swimsuit with a big brass zipper up the front and I had long, frosted hair. Talk about sexy!!)

Emma drove a convertible Lotus Elan at high speeds (In graduate school in 1970, I had a new Fiat spider convertible sports car and now have a 1981 Pinin Farina Fiat 2000 version of my earlier convertible.) Emma convincingly portrayed any series of undercover roles, from nurse to nanny (I, too, have portrayed many roles in my personal & professional career). Diana Rigg is still going strong (as am I) & is still my heroine – she’s a Dame, an acclaimed Royal Shakespearean actress, stars in many Public TV programs, and introduces their Mystery Theatre programs. I’ll leave you with a recent quote of hers that echoes my sentiments very nicely, both in terms of not drinking cheap wine & being myself – not what “they” expect –

“Dame Diana.....Dame Diana Rigg.” Says Diana Rigg, rolling the words around her mouth, testing them for sound and spitting them out as if they were some cheap Moroccan wine. “No, it just doesn’t sound right, does it? Let’s face it, I’m never going to be a member of the Establishment and, what’s more, I don’t want to be.”

JEANNE MOZIER- MY ROLE MODEL

by Christina Lundberg

When I think of Berkeley Springs, I think of Jeanne Mozier. She has used her imagination and marketing expertise to help develop events and promote the town. Travel Berkeley Springs is an organization Mozier helped develop to promote the town and its website gets thousands of hits a week. Mozier developed the brand: Berkeley Springs has more massage therapists than lawyers.

I have sat through several of Mozier’s workshops on promotion and when PBWA first thought about some event to promote the organization and the member’s businesses, I approached Mozier for help. First we had to identify why a business would want to be a sponsor and what would they get for their sponsorship money. Mozier was clear that businesses needed to see their name/logo in print, how important it was to spell out what they would receive, and then follow-up after the event with a letter again spelling out what they received and send copies of all print for their records. Mozier helped us develop our first list of what

a sponsor would receive for their sponsorship fee: a free exhibit booth in a prominent location, their name/logo on all print materials, and their name/logo on all signs around the Expo. (Maybe not much but we had no trouble getting PBWA members to be sponsors.)

After the first Expo, the Management Council, based on feedback from exhibitors and members, discussed what else we could offer major sponsors. We were also looking at what could we do to attract a different segment of the public-ones more interested in business, not persons just interested in picking up freebies or looking for jobs. After consulting Mozier again, we came up with the idea of the workshops. Major sponsors would be presenters or moderators and get “face time” at the Expo to explain their product or service. Also as we expanded our advertising, major sponsors would be asked to appear on cable and tv promotions.

Another thing I admire about Mozier is her commitment to community and volunteering. While running two businesses-The Star Theatre and Oracles, and being a writer- she also has volunteered for the Morgan Arts Council/Ice House, Morgan Chamber and mcing the Apple Butter festivities, Travel Berkeley Springs and writing the weekly e-mail that goes out, and Washington heritage Trail. Mozier also recognizes the importance of serving on state committees on tourism and the arts. Mozier has won many awards, but the exposure all helps Berkeley Springs.

LINDA BARNES

by Marilyn Braithwaite

Twenty years ago in 1987, I obtained my real estate license in Washington, D.C. I could have easily affiliated with one of the larger real estate companies, but took the advice of a friend and joined a small, “boutique” firm on Capitol Hill. The Broker, Linda Barnes, took me under her wing and mentored me in the fine art of listing and selling real estate.

Linda taught me that real estate really was not about buying or selling houses. It was about helping people- carefully listening to them, discovering their motivations and their needs; empathizing with them if they were having problems; and helping them figure out how to deal with one of the largest financial transactions they might ever make. Very emotional issues such as divorces, illness, deaths, job transfers, downsizing or needing a bigger house for the kids all came into play. This was also the time that the dreaded AIDS disease was first being diagnosed in the U.S. Washington, being a city with a large gay population, was severely affected in many ways, including the real estate market. These are all emotional issues, not necessarily buying or selling real estate issues.

Linda helped me remember that I have two ears and one mouth, and that I should listen more than I talk. She taught me to be more creative in dealing with the logistical and financial issues my clients faced, yet to be gently and fairly honest with them. Helping them stay on the right path, even if it meant losing a sale, was the most important thing I could do. It was from Linda that I learned the true meaning of the word "ethics."

She taught me to be detailed and precise when it came to contracts and related paperwork. Rushing or leaving out one detail could have a huge impact on my clients.

Linda Barnes took the time needed to make sure that I would be a good REALTOR. Her advice and her training has held me good stead for 20 years, and I will always be grateful to her.

APRIL MEETING

Our April newsletter theme is: Spring cleaning- what do I need to do in my business? Also- we are celebrating Spring by asking members to wear a Spring hat to the April 4th lunch meeting.

PBWA

