

the Connector

May 2004

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

Vol. 04/Issue 5

networking notes

PBWA: Wednesday, May 5, 2004, noon to 1:30 pm

May Regular Monthly Membership Meeting

The Purple Iris at Hartwood

1409 Winchester Ave., Martinsburg, WV.

Lunch Cost \$12.00/Payable to PBWA

Speaker: Susan Benjamin "Girl Words for Beauty, Sex, Marriage and Mommy and What They Secretly Say About Us"

PBWA: Wednesday, May 12, 2004, 12 to 1 pm

Martinsburg Lunch Networking Meeting

Please contact Susan Dudics-Dean for status and place
susandudicsdean@yahoo.com • 304-263-3296

PBWA: Wednesday May 19, 2004, 8:30 am

Breakfast Networking Meeting in Inwood

Daily Grind, Inwood

PBWA: Thursday May 20, 2004, 8:30 to 9:30 am

Shepherdstown Breakfast Networking Meeting

The Sweet Shop Bakery on German St., Shepherdstown

PBWA: Wednesday, June 2, 2004, 5:30 to 7:30 pm

June Regular Monthly Membership Meeting

The Purple Iris at Hartwood

1409 Winchester Ave., Martinsburg, WV.

Meal Cost \$12.00/Payable to PBWA

Speaker: Dola Burkentine on "Strut Your Stuff at the PBWA Business Expo"

She will talk about why you should exhibit and what to do before, during and after the Expo to maximize your investment.

Diane Mickelson, owner of DINAMIC Fitness, will speak the morning of May 15th at the Martinsburg Mall. Her topic is "Fat to Fit." This is in connection with the Dorothy McCormick Wellness Center at City Hospital and is part of the Healthier Berkeley County and Tri-County Wellness Council initiative.

GETTING STRONG

by Diane Mickelson

Most of us know by now that strength training should be part of our overall exercise plan. Strength training is one portion of what I like to call the "Fitness Pie." (The other two parts of this pie are the aerobic or cardio portion, and stretching for flexibility.)

For many years, women neglected doing too much strength training, mistakenly thinking they were going to "bulk-up" like the muscle guys at the gym. The truth is, genetics and hormones--specifically testosterone--are the determining factors in how much muscle mass is added to your body. When you set your goals for getting stronger, you will decide whether you want to add some muscle mass by lifting heavier weights for fewer repetitions (reps), or whether you want to increase your muscles endurance by lifting lighter weights for more reps.

The great part about resistance/weight training is that it really does not have to take up a lot of time and that you only need to do it two days a week, on non-consecutive days. The other days you can concentrate on longer cardio sessions and more stretching.

If you like going to the gym for your workout, be sure to get instructions on how to safely use the equipment and what level of weight you should be using for your current level of strength. Chart your progress, so you don't have to try to remember what amount of weight you were using on each specific machine from week to week. Charting is also a great motivator. It lets you visually see how you are progressing as time goes by.

If you shudder just thinking about working out at a gym, you can always use light weights and rubberband resistance. Again, it is

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best to get some instruction and there are plenty of great books and videos out there. Or, you could hire a personal trainer for a few sessions to get you started.

Hand-held weights can be purchased at most of the local discount stores or you can find them at Fitness Wholesale by calling 1-888-FW-ORDER. Their website is fitnesswholesale.com. If you have never lifted weights before, it is good to start out with two or three pound weights. You should be able to do 12 to 15 reps before getting fatigued. (This is called a "set.") As you get stronger, rest 20- 30 seconds and do a second set. Add a third set when you are ready. When three sets are relatively easy to do, buy yourself a set of five-pound weights. Then, repeat the above scenario.

Rubberband resistance is one of favorite ways to build muscle strength and it's a great way to keep fit if you travel a lot or have to spend endless time waiting for the kids after soccer or ballet. You can throw the rubberband in your bag and you will be ready to do a few exercises at a moments notice. Bands come in several styles, and can also be found at Fitness Wholesale or at Spri Products. Contact Spri at 1-800-222-7774 or spriproducts.com.

There are many strength-training videos on the market. I recommend those put out by two of the top professionals—Karen Voight and Kathy Smith. You can get a catalog of The Complete Guide to Exercise Videos by calling 1-800-433-6769 or going to their website--collagevideo.com. I especially like this company because they have a great selection and rate the videos for you.

If you are looking for an instructional and educational book on strength training, pick up *Strong Women Stay Young* by Miriam E. Nelson, Ph.D. In 1997, when Dr. Nelson's research was published in the *Journal of the American Medical Association*, it caused quite a worldwide stir. After a year of strength training 2 times a week, her subjects were 15 to 20 years more youthful! If that doesn't make you want to start lifting weights, then think about these other added benefits—stronger bones, higher metabolism, more flexibility in your joints and improved energy and balance. When you are stronger, there is also less chance for injury in many situations. (I especially like the higher metabolism part. That means I can eat more food!)

It doesn't really matter which equipment you use, they all accomplish the same end result—a more toned and firm body. What you want to do is monitor how you are meeting your goals to progress to the next level of strength and vary your training so you don't get bored.

Lifting weights shouldn't make you feel ill. You may break a sweat and your breathe a little harder, but you shouldn't feel short of breath, light-headed or nauseous. If you do, stop and consult with

your physician before continuing. And if you are over 40 or have a health condition, it is always best to have your doctor as part of your "wellness" team.

It really is easy to be strong and healthy. You just have to do 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.

All PBWA members receive \$5.00 off personal training sessions and a 10% discount on wellness seminars for your business.

SUMMER ADVERTISING OPPORTUNITY

by Lily Hill

To you professional women who own businesses, I'd like to remind you of the unique advertising opportunity available in the Contemporary American Theater Festival's 2004 Program Guide. The Guide is a classy publication distributed to hundreds of visitors who attend CATF's presentation of new American Theater on the Shepherd University campus during the month of July.

CATF is grateful that several PBWA members have placed ads in past programs. Your continued advertising means, we hope, that you've been satisfied with the results. For those of you who are not familiar with CATF, please check their website: www.catf.org.

Program ad deadline is coming up later in May. For information, please call David Wanger at the CATF office, 304-876-3304 or call me at 876-6227 and I'll be happy to work with you. Thanks for your consideration. *Lily Hill, PBWA member; CATF Board member*

EASTERN WEST VIRGINIA COMMUNITY FOUNDATION DOUBLES ASSETS

Member Amy Owen, executive director of the Eastern West Virginia Community Foundation reports that the assets of the nonprofit grantmaking organization have doubled from \$1.3 million to \$2.4 million with notice of a bequest from the estate of Elizabeth Shade, a nurse from the Winchester/Martinsburg area. The Community Foundation has more than 40 funds that are guided by donors who set them up. For more info: EWVCF.org

MEMBER CORNER:

Congratulations to **Leslie See** who has completed her course work for the degree in Organizational Leadership from Mountain State University.

Congratulations also to **Ruth Myers** for the write up on Preferred Travel and Cruise Inc. in the recent Progress Section of The Herald-Mail. She mentions her women-only travel group and trips to Alaska, Hawaii, the Caribbean, Mexico, national parks, England and France.

If you you have your tax return and have some money to donate to the VA's Golden Age Games, please send a check: payable to: VA/ Golden Age Games, to **Su Carroll**, PO Box 1112, Martinsburg, WV 25402... let's support Su as she competes for more gold medals in Fresno.

TAKE TIME TO PLAN FOR SUCCESS IN 2004 . . . TIPS FROM CHRIS LUNDBERG

Your tax return is not just to send to the IRS. Now is the time to sit down with your management team and see what you did and where you are going. (Many successful women owned businesses use a Board or formal Management Team to meet regularly to give the owners input.)

Your accountant can help you look at overhead costs, and identify successful product/service lines from last year.

Marketing person- if you are adding a new product or service you need to promote it! What advertising worked last year? How do you stay in touch with your regular customers?

Insurance- with rising costs, time to review your policy and make sure all the inventory is covered, liability coverage is enough, etc.

Banker- are you getting a good rate on your credit card services, do you need a line or credit or a business credit card?

SBDC- time to review your business plan and see where you have been successful and set some goals for 2004.

Financial Planner- what are the trends, interest rates expected for 2004? What can you do to invest for your retirement.

PBWA E-MAILING GROUP HAS BEEN ESTABLISHED

Many PBWA members have requested to use the PBWA member e-mail list to provide information to the PBWA membership. It has always been PBWA policy to keep use of the e-mail list to a minimum, thus in the past all broadcast e-mails were sent to Rie Wilson and, if found pertinent, forwarded on to the entire membership.

To allow members to communicate better with each other and to minimize Management Council's involvement with online communications we have decided to create an e-mail group with Yahoo Groups. This is a free service offered by Yahoo so you may often have a banner ad at the bottom of a yahoo group e-mail (they do not do pop-up ads and it is easy to ignore the banner ad).

The beauty of the yahoo group is that you have to register to participate so only members who are interested in receiving e-mails from other members will do so. The group will be unlisted so you will not receive e-mails from other parties and PBWA members will not be able to forward your addresses to outside sources. Only PBWA members will be allowed to post messages using this service. Management Council will not be involved in any way so members will be responsible for keeping addresses current and content professional.

Interested in participating? Here's how . . .

First you must subscribe at:

pbwaep-subscribe@yahoogroups.com

You will be required to create a yahoo account but it is free and takes only minutes.

To post a message simply e-mail to:

pbwaep@yahoogroups.com

This will automatically send your e-mail to everyone registered with the group. If you receive an e-mail from the group and press "Reply" it will only reply to the sender, not the entire group.

If at some point you wish to unsubscribe, you can do so at:

pbwaep-unsubscribe@yahoogroups.com

Management Council will continue to e-mail meeting, newsletter and time-sensitive information to the entire membership using the current directory of members' addresses. If anyone has questions, concerns, etc. about this service please contact **Jen Rolston** at **jen@edendesignco.com** 304-728-2508

HELEN STURM JOINS MANAGEMENT COUNCIL

Management Council Member, Jane Squires, has chosen to resign from the Council to concentrate attention on personal matters. We wish Jane the best and hope to see her at future PBWA meetings.

Management Council invited Helen Sturm (a Council candidate) to join them and she has enthusiastically agreed.

We thank Helen for her time and dedication to our organization and look forward to working with her the rest of the year.

PBWA RETREAT COMMITTEE

To help celebrate the 10 Year Anniversary of PBWA, it has been suggested that we plan a retreat--a one-day or even a weekend excursion with just the girls. To move this idea forward, we need 2 groups--one for the one-day retreat and another for the longer excursion--to plan & prepare for these outings. If you would you like to help plan a one-day retreat, please call Karen Coyne at 229-3100. To help plan the weekend excursion, please e-mail Jen Rolston at 304-728-2508.



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Connecting with The Connector

To have your news items included in the next issue of *The Connector*, enclose them in the body of an e-mail or a Microsoft Word attachment and send by the **twentieth of the month** to Jen Rolston at jen@edendesignco.com

***The Connector* is COPIED by
Progressive Printing—Thanks Laura!**

Management Council

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