

# *the* Connector

May 2007

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

Vol. 07/Issue 5

## networking notes

### MONTHLY NETWORKING MEETING

Wednesday, May 2, 2007 **(1st Wed. each Mo.)**

The Purple Iris at Hartwood

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

*Topic: The most interesting book I have read recently.*

### MONTHLY NETWORKING BREAKFAST

Wednesday, May 16, 2007 **(3rd Wed. each Mo.)**

Shepherdstown Sweet Shop

German Street, Shepherdstown

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

### MONTHLY NETWORKING LUNCH

Wednesday, May 23, 2007 **(4th Wed. each Mo.)**

Toscanni's - Corner of Maple and King, Martinsburg

12 Noon - No Res. Required

### MONTHLY NETWORKING MEETING

Wednesday, June 6, 2007 - **6:00 PM - June Luau!**

The Purple Iris at Hartwood

### MONTHLY NETWORKING MEETING

Wednesday, July 11, 2007 **(2nd Wednesday)**

The Purple Iris at Hartwood

### 5TH ANNUAL WOMEN IN BUSINESS EXPO

Wednesday, October 3, 2007

Holiday Inn, Martinsburg (5 to 8 PM)

### CONNECTING WITH THE CONNECTOR

To have your news items included in the next issue of The Connector, send by the **15th of each month** to: clundber@blueridgectc.edu

### 2006 MANAGEMENT COUNCIL

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**Monarch CPA Services**

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J. J. Myers

**JJ's Jewelry**

**304-263-2858**

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Grace Murphy

**Good News Mountaineer**

**Garage**

304-725-5070

gracegnmg@frontiernet.net



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### BE A SPONSOR!

Get those forms in to be a Gold or Silver Sponsor of the 5th Annual Women in Business Expo! The Deadline is May 11, 2007. See one of the Management Council Members if you have not received a form yet.

**Gold Sponsor:** For \$200 you get to participate in one of the workshops as a speaker or as a facilitator, you get your logo on all printed promotional materials, your logo on all signs around the registration area at the EXPO and a free skirted table.

**Silver Sponsor:** For \$100 you receive your logo on all printed promotional materials for the EXPO, your logo on all signs around the registration area at the EXPO and a free skirted display table.

Forms will be going out soon for those that want to exhibit.

### NEW AND RENEWING MEMBERS

Suzanne Crowder

Suzi Homemaker

(Mom owned embroidery and sewing business)

Charles Town

724-8333

Stacey M. Mattesom

Farmers & Mechanics Insurance Company

Martinsburg 304-263-0809

Megan Boyd

Valley College

Martinsburg

304-263-0979

Gaelene Kennedy

Valley College

304-263-0979

Penelope A. Gladwell

Chesapeake Consulting, Inc.

Hedgesville

304-754-6700

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Suzi Crowder  
Suzi Homemaker  
Charles Town 304-724-8333

Renewing Members:  
Vickie L. Elliott  
Farmers & Mechanics Insurance  
304-263-0809

Melody A. Lord  
Farmers & Mechanics Insurance Co.  
304-263-0809

Mary Via  
Jefferson County Chamber of Commerce  
304-725-2055

Joan Snipes  
Bible Teaching Press  
304-876-1332

Charla Cody  
ERA Liberty Realty  
304-596-9372

Diane Mickelson  
Dinamic Fitness  
304-229-4804

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## ANNOUNCEMENTS

- What a wonderful array of hats were worn to the April meeting. Thanks to Judy Larkin, The Tea Lady, for bringing extras and for arranging for The Journal writer and photographer to be present. Catherine Silver-Riddell had the most original. Rie Wilson wore her bunny ears and her tip for "springing your business" was- listen to your customers. Joan Brooks's tip for "springing" her business was to announce two workshops she was offering "Transform Your Beliefs About Money" and Rubenfeld Synergy for LIFE: 4 week course in May (call Joan at 261-1443 for details).
- The 50/50 drawing was won by a guest from Valley College and \$39 was raised for the PBWA non-profit. Thanks to the following for donating door prizes: Rie Wilson, Susan Dudics-Dean, Joyce Ervin, Jen Rolston, J. J. Myers, Diane Mickelson, Catherine Silver-Riddell and Christina Lundberg.
- We are planning to have the 2007 PBWA Membership Directory for distribution at the June luau meeting.

- Congratulations to Diane Mickelson- her fitness column in The Journal has now been running for 10 years!

In honor of spring, Diane reprinted a column she first ran in March 2005 "Diggin in the Dirt". Parts are below:

The American Council on Exercise says that active gardening can burn about 300 calories in an hour and strengthen many of the body's main muscle groups.

This year I would like to offer some "smart gardening" tips to keep you feeling great this spring so you can enjoy the fruits of your labor all summer and into the fall.

1. Protect yourself from the sun.
2. Make a plan.
3. Drink lots of water.
4. Use proper lifting form.
5. Use good gardening equipment.
6. Buy a manual lawn mower.

- Karen Coyne is now with Heritage Financial Advisors, with securities and investment advisory services offered through Raymond James Financial Services, Inc. Her office is at 299 Rock Cliff Drive, Martinsburg, 304-263-1311.

- The annual AIDS Walk will be held on Sunday, May 20 at 6:30p (rain or shine). It begins at the square on King and Queen Streets and proceeds 1.2 miles to War Memorial Park. There will be a candlelight Memorial Observance at 7:00p at the main pavilion at the Park with a balloon release and light refreshments.

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## THIS MONTH'S TOPIC IS BOOKS...

My favorites are six books in a series by Alexander McCall Smith. The first is The No. 1 *Ladies Detective Agency*. They are set in Botswana and the heroine is a traditionally built woman who starts her own detective agency. The books are a delightful series of short vignettes about this strong woman and others in her life. Interestingly, the author is a white man from Scotland, who understands women and African women in particular.

~ Rie Wilson

A book is a garden, an orchard, a storehouse, a party, a company by the way, a counselor, a multitude of counselors. Charles *Baudelaire (1821-1867) French poet and critic*

~Judith A. Friend, PhD

*Team of Rivals*: In a time fraught with challenges, Lincoln enlisted the men who ran against him for the office he won through political tactics. Using their strengths as well as his own, he took the nation through the Civil War, holding the country together, some times by threads. This book examines his incredible insight and foresight and his ability to create a team and balance egos in a near impossible situation. Every one of these men were intelligent, politically savvy and wealthy, yet Lincoln, self-taught "bumpkin" from the sticks of Illinois, became one of the most respected people not only of the time and his generation but in United States history and the World at large.

~Susan Dudics Dean

I like the book "*Visionary Business: An Entrepreneurs Guide to Success*" by Marc Allen.

Also- *In Pursuit of Excellence* by Terry Orlick, PhD. "Each great human accomplishment begins with some kind of visionary dream. Every great feat flashes in the mind before it surfaces as concrete reality, whether it be flying to the moon, creating a better society, healing oneself, pursuing a relationship, building a bridge, or climbing a mountain. Dreams precede reality; they nourish it, perhaps even create it."

One book I do like and have recommended to many friends who have started new businesses is "*Business Mastery*" by Cheri Sohnen Moe. (It has a great business plan.) The book review from the website:

"Have you ever wondered why some people seem naturally successful with their work, while others struggle? We've all been told that if you do what you love, then money easily flows to you. Unfortunately, it's not quite so simple. You need to take action to foster your success. *Business Mastery* is a comprehensive guide that balances practical business skills with a humanistic approach. It's filled with information and exercises on vital topics including marketing, client/customer retention, professionalism, referrals, planning, business start-up, choosing advisors, designing promotional material, self-management, and networking. It also includes a business plan outline; numerous charts and checklists; sample ads, promotional materials and contracts; 30 reproducible business forms; a business resource directory; a professional association registry; and a list of [HYPERLINK "http://www.sba.gov/"](http://www.sba.gov/) SBA and [HYPERLINK "http://www.irs.gov/"](http://www.irs.gov/) IRS publications.

Originally designed for health care professionals,

this book is endorsed and utilized by business owners in all fields. Many people embrace the principles and holistic approach to life and business that is the foundation of *Business Mastery*. Whether you are just starting out or are a seasoned practitioner, Business Mastery helps you take your practice to the next level. It supports you to stay balanced, increase your client/customer base, get organized, achieve your goals, keep more of the money you earn, and enhance your treatment results."

~Diane Mickelson

My favorite book is *The Secret Garden* by Frances Hodgson Burnett.

It is a story of sadness and joy, loneliness and love, magic and mystery. Written for children, it is a timeless tale for both young and old of how belief in oneself and in others can make magic happen. Hearts and bodies can be healed at any age, if one opens one's mind to the healing powers of nature, such as those found in *The Secret Garden*.

I've read this book numerous times since my childhood, and it never failed to enthrall me. The solid belief of the children in the book that there is magic in the air and that the harsh realities of life can be overcome gives the book an almost ethereal mystery all its own.

The characters are well crafted and come to life on the book's pages, and if you happen to have a 1949 edition such as I do will illustrations by Nora S. Unwin, reading the book is almost like watching a movie.

*The Secret Garden* is a mystical tale that I believe should be required reading for all. It's ultimately a happy tale of the power of positive thinking for children and adults alike.

~Marilyn Braithwaite

### Books at the Martinsburg Public Library

- *There's a Business in Every Woman* by Ann M. Holmes
- *Seven Steps to Create Your Business*:
- *Choose and Focus on Your Core Competencies*
- *Build Your Company Infrastructure*
- *Keep Good Financials*
- *Market Your Product or Services*
- *Diversify*
- *Plan for and Manage Growth*
- *Understand Valuation and Organize an Exit Strategy*

*Mommy Millionaire* by Kim Laine, President of Green

Daisy, Inc. she created "wuvits"- corn filled pillows that can be micro waved for therapeutic uses.

*Thinking About Tomorrow: Reinventing Yourself at Midlife* by Susan Crandell

*Acolites* by Nikki Giovanni- 80 news poems and prose.

*Spoon River Anthology* by Edgar Lee Masters

This book was the first of its kind and a phenomenon in American Literature when it appeared in 1915. From their graves the former inhabitants (both real

and imagined) speak their own epitaphs, discovering and confessing the real motivations of their lives; their failures, their triumphs- as if the darkness of the grave granted them revelatory eyes for a recognition of their own soul. The author partly remembered, partly invented these unsentimentalized autobiographies of thwarted souls from his boyhood town on the Spoon River.

The style of the writing, like poetry, was inspiring to me. In high school we also read Chaucer's *Canterbury Tales* which again used a poetic style to convey a variety of stories. And what tale we would want told about each of us?

**PBWA**

