

the Connector

October 2003

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

Vol. 03/Issue 10

networking notes

JOIN US FOR THE PREMIER

Women in BUSINESS

EXPO

Door Prizes
Hors d'oeuvres



All Welcome
No Charge

OCTOBER 1, 2003

5:30pm-7:30pm • Holiday Inn • Martinsburg, WV

Sponsored by PBWA and The Small Business Development Center

PBWA: Wednesday, October 8, 2003, 12 to 1 pm

Martinsburg Lunch Networking Meeting

The Market House Grill on the corner of Burke and North Queen Streets in Martinsburg

PBWA: Thursday, October 16, 2003, 8:30 to 9:30

Shepherdstown Breakfast Networking Meeting

The Sweet Shop Bakery on German St., Shepherdstown

PBWA: Wednesday, Nov. 5, 2003, noon to 1:30 pm

November Regular Monthly Membership Meeting will be a networking meeting. The Purple Iris at Hartwood 1409 Winchester Ave., Martinsburg, WV.

Meal Cost \$12.00/Payable to PBWA

PBWA

Professional Business Women's Association

P.O. Box 2586 Martinsburg, WV 25402

MORE RELAXATION

by Diane Mickelson

Last month I gave you a long list of possible de-stressors to use when you feel your blood pressure start to boil. Here are a few more practical stress-reducing techniques that I hope you start practicing today.

First, I want you to imagine the following scene: The sand is warm and soothing on your skin and you feel the heat of the sun's rays. As the waves roll in, you rejoice in their music and taste the salty air. You are at your favorite spot—the ocean. Your breath is slow and rhythmic and you are totally relaxed.

Sound like a great vacation, huh! What if I were to tell you, that you can take this type of vacation anytime you want. All you have to do is sit or lie down comfortably and close your eyes. Breathe slowly and deeply. Take your mind to one of your favorite spots, or some remembrance of a great time and you will be taking a “mini-vacation” or, what is referred to as “creativevisualization.”

It is just one way of dealing with our “stressed-out, hyped-up, hurry-up and we wanted it yesterday world.” It's a way to find five or ten minutes of down time—any time. You just have to do it. It can be done anywhere—except behind the steering wheel of your vehicle!—and will bring immediate relief of tension and stress. Our bodies cannot be in the “fight or flight” mode and be relaxed at the same time. You really can control of this. Just be willing to give it a try and see for yourself.

A second relaxation method to try is called “guided imagery.” Generally this is accomplished with an audio-tape or in a class where the instructor is actually talking you through the images that you will be imagining in your mind. Because I am a Pisces and love the water, the tape I use most often is called Wilderness Daydreams I—Canoe/Rain. The tape is produced

Continued on page 2

by Whole Person Associates. (Call them at 800-247-6789 to request a catalog or visit the website at www.wholeperson.com.)

On the tape, Douglas Wood takes you on a wonderful journey in a canoe. As he talks, he has you imagine that you are in a canoe traveling around a lakeshore. He describes all the sights you are seeing and is very explicit in his wording. You are supposed to stay awake for this, but several times I have had clients fall asleep—it is that relaxing! (The tape actually has a bold caution warning: DO NOT LISTEN TO THIS TAPE WHILE DRIVING—THE RELAXING IMAGES AND MUSIC MAY CAUSE DROWSINESS!)

If you have the ability to make your own tapes, that is great. You can record your own version of your favorite fantastic place. That way it will be uniquely yours and the images will have more meaning.

A third method to use for stress reduction is called “conscious relaxation” and is something I do often with clients. By focusing on contracting and relaxing muscle groups, you can also get to that peaceful, relaxed state.

Here's the procedure:

1. Lie on your back. Arms a comfortable distance from your sides. Palms up.
2. Focus on your breath. Slowly inhale through your nose (this warms and filters the air.) Exhale out your mouth. Control your breath. As soon as you do this, you will start to relax.
3. Divide your body into four parts: Head and neck—Hands and arms—Torso—Legs and feet.
4. Begin by contracting one section very hard. (Sometimes people have a tendency for muscles to cramp if they tighten too hard. Be careful. Listen to your body.)
5. Hold for 8-10 seconds. RELAX TOTALLY.
6. Stay with the same muscle group and the second time—contract HALF as hard, holding 8-10 seconds and relaxing.
7. Repeat #6, but only contract a very little bit.

Repeat steps 4-7 with all remaining muscle groups. At the end of this, you will be totally relaxed, and find that you may have been

holding tension unconsciously in some of the muscles. This is not rare. Most of us do hold tension somewhere in the body as a reaction to stressful events.

I hope you realize by now, YOU have control over your body's reaction to stress. Plan some time to try the above methods. This is a wonderful gift to give yourself, and until you try it, you can't really know how beneficial it can be. And, ashamedly, I must admit—it is the very thing I have the hardest time following myself—even though it may very well be the most important!

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

FEMALE IMPERSONATION/SILENT AUCTION

Sunday Oct 5th , 2003 7:00pm

Holiday Inn Martinsburg
301 Foxcroft Ave, Martinsburg WV

To Benefit the AIDS NETWORK
Tickets \$10.00 at the door, cash bar available

TECHNOLOGY FIRM CREATES DO-IT-YOURSELF WEBSITE CONTENT MANAGEMENT

Shepherdstown, WV – August 20, 2003 – Business Technology Source announces a new website management tool that allows companies to take charge of their own website content. BTS' Company Managed Sites puts website additions and maintenance into the hands of managers or secretaries or pretty much anyone designated to keep the company's website content updated and dynamic.

BTS' website customers can now opt for a CMS (Company Managed Site). Marketing content becomes a dynamic tool on the internet when members of the marketing team can add their message directly to the company website. No special expertise or software is required to change or update content on web pages. Pictures and graphics can also be added easily. All that's required is to log in to the secure section of the website and any of the

pages on the site can be updated in minutes. Visitors to the site see the updates immediately.

Business Technology Source developed the new Company Managed Sites in response to customers' needs to quickly and easily put new content on the web. BTS used an open-source content engine, Xaraya, to power the sites. An interactive demo site available: <http://demo3.biztechsource.com>. A PDF brochure describing the product is available at <http://biztechsource.com>. Look in the right-hand column under "Announcements" for the link.

For more information about Business Technology Source, please visit the website at <http://biztechsource.com>.

CHOICES! CHOICES! CHOICES!

For those of you who would like to cruise but don't want to fly to Florida, California or Puerto Rico, there are some cruises coming up in 2004 that will sail from Baltimore. You may choose from Carnival or Royal Caribbean.

We have some guaranteed prices on Carnival's Miracle (new and exciting ship!). There will only be 2 sailings for this ship from Baltimore in 2004.

These two sailings are 7 night cruises starting from Baltimore and calling at the ports of Key West, Nassau and Freeport. There are also 3 fun days at sea for enjoying all of the amenities and activities on the ship. All prices are per person. Port and government taxes are always subject to change.

May 23, 2004 / Rates, including taxes, are:

Inside Cabin = \$850.12

Ocean View Cabin = \$1000.12

Verandah Cabin = \$1100.12

October 3, 2004 / Rates, including taxes, are:

Inside Cabin = \$630.12

Ocean View Cabin = \$780.12

Verandah Cabin = \$880.12

If you're looking for a slightly longer cruise, Royal Caribbean has the Grandeur of the Seas doing a 9 night sailing from Baltimore to the Caribbean on June 11, 2004. This cruise calls at Key West,

Cozumel, Belize City and Freeport in the Bahamas. Prices are: Inside Cabin = \$1207.00; Ocean View Cabin = \$1257.00; Verandah Cabin = \$1867.00. Again, prices are per person and include taxes and port fees.

The Grandeur of the Seas will also be doing 7 night sailings from Baltimore starting June 20, 2004 and ending August 22, 2004. There are too many sailing dates and rates available to list them all here. If you think you might have an interest, it would be best for you to let Ruth Myers know and she'll get you rates. This cruise will call at Freeport, Key West, Coco Cay (for a beach day) and Port Canaveral.

If you need a price on 3 or 4 people in a cabin on any of these cruises or you have friends from out of the area who might need air fare to join you on the cruise, just let Ruth know.

Contact Ruth Myers at 304-267-8181, 304-725-9336, 800-444-8455 or ruth@preferredtravelwv.com

HELP DONATE TO THE SHENANDOAH WOMEN'S CENTER

We will be collecting items for the Shenandoah Women's Center at our November Membership Meeting, Wednesday, November 5 at the Purple Iris. Below is a very abbreviated list of desperately needed items. You are also welcome to contribute items that are not listed here—they can most likely use them. Thanks in advance for your help.

- Paper towels, toilet paper, tissues
- Non-perishable food items
- Baby wipes, baby powder, etc.
- Over the counter medication (children and adults)
- Trash bags, light bulbs, batteries
- Toothpaste, tooth brush, soap, shampoo
- Towels (new and used)—bath, kitchen

TELL-A-FRIEND/SAVE A LIFE

October is breast cancer awareness month, and a good time to look at what we are doing to ensure our personal health. Early detection of breast cancer definitely saves lives, and the best tool

Continued on back

we have is the mammogram. The American Cancer Society (ACS) recommends that all women 40 and over have an annual mammogram. Having regular mammograms helps doctors find breast cancer when it is most curable.

Unfortunately, not all of us give our personal health the high priority we should. During October, make a commitment to do so for yourself, as it could save your life.

Plus, you can help save lives of others. The ACS has a program called Tell-A-Friend (TAF). The premise of the program is that women can be effective "peer counselors" and encourage other women to get mammograms. This year the ACS has developed a worksite kit for the TAF program. Businesses and other worksites are asked to mobilize female workers to contact their friends with the life saving message about mammograms. To obtain worksite kits call Julie Overbaugh at 1-888-474-3044, or Michele Glasser at 754-6442.

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

Karen L. Coyne
304-229-3100

Christina Lundberg
clundber@shepherd.edu
304-260-4382

Katherine Muller
rchambe297@aol.com
304-535-1370

Jen Rolston
jen@edendesignco.com
304-728-2508

Rie Wilson
riew@frontiernet.net
876-6591 • 876-2007 (f)

