

the Connector

October 2004

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

Vol. 04/Issue 10

networking notes

PBWA: Second Annual Women in Business EXPO
Wednesday, October 6, 2004, 5:30pm to 7:30 pm
Holiday Inn, Martinsburg
Free and Open to the Public

PBWA: Thursday, October 21, 2004

8:30 to 9:30 a.m

Shepherdstown Breakfast Networking Meeting

Shepherdstown Sweet Shop
German Street, Shepherdstown.
Phone: 304-876-1000

PBWA: Monthly Networking Meeting

Wednesday, November 3, 2004, noon to 1:30

The Purple Iris at Hartwood
1409 Winchester Avenue, Martinsburg, WV
Meal cost: \$12/payable to PBWA

PBWA: Holiday Gala, Monthly Networking Meeting

Wednesday, December 1, 2004

evening meeting, time TBA

The Purple Iris at Hartwood
1409 Winchester Avenue, Martinsburg, WV
Meal cost: TBA

MEMBERS' CORNER:

Changes for current members:

Jennifer Jones

8752 Dunaway Drive
La Jolla, CA 92037
Phone: 858-535-1556

Johnna Shamp

new e-mail address: DrJShamp@citlink.net

Renewals:

Donna Hoffman, Broker

Century 21 Sterling Realty
BrokerDonn@aol.com

New Members:

Ruby J. Avey, Home & Garden Party

Home & Garden Party offers affordable styles for your home, we offer beautiful framed prints, floral accents, candles and much more. Rubyjavey@aol.com

Sarah Barrack, SB Creations

Design and Layout of ads, business cards, flyers, etc. Web consulting and office supplies. sbcreations@earthlink.net

Lori Brindle, Divine Designs and Mary Kay Consultant

Logo designs, cd and book covers, newsletters, brochures, business cards, theme pieces, 3-D shadow boxes for special events, plus independent beauty consultant. lifesaver4mk@hotmail.com

Lynne Deming, Adelpia Media Services

Represent cable networks, such as Lifetime, CNN, USA, TNT, etc. as advertising liaison with local businesses. LSDeming@adelphia.net

Gaye Snyder, The Shenandoah School

Innovative, child centered preschool serving children ages 3-5. Family owned and by accredited and experienced teachers. director@shenandoahschool.com

Nancy C. Wesson, Focus on Space

Provide Fund Shui and Organization consultations and training for individuals and/or businesses, resulting in increased well-being, creativity, productivity and prosperity. nwesson@focusonspace.com

PBWA

Professional Business Women's Association

P.O. Box 2586 Martinsburg, WV 25402

Continued on page 2

INSIGHT SERVICES ANNOUNCES NEW WEBSITE

Susan Wisniewski, of INSIGHT SERVICES is announcing her new website: www.insight-services.org. Appointments made through the website are offered a 10% discount through the month of October. INSIGHT SERVICES offers a full range of services: stress-relieving sessions focus on experiencing deep relaxation through Reiki treatments, self-renewal sessions focus on releasing old patterns and habits using a combination of Reiki and Holographic Repatterning, resetting life goals for creativity and self expression. Reiki Open Houses are offered for those who want to experience a free mini Reiki session and to learn more about Reiki. Reiki classes are offered to those interested in using Reiki on themselves and others. Susan Wisniewski is a Usui Reiki Master Teacher, a Karuna Reiki Master Teacher and a Certified Holographic Repatterning Practitioner. Check the INSIGHT SERVICES calendar on line to see which offerings you might be interested in.

The next Reiki Open House is October 12th, call 876-3957 or e-mail info@insight-services.org for information.

A QUICK REMINDER

As a wildlife photographer I travel quite often. Generally I see more animals than people. Recently I took a photo trip to Maine. While I was there I was able to photograph eagle, seals, moose, and puffins too. Since I was close to the Canadian border I decided to venture into Canada. I encountered eagles and seals there that just loved having their pictures taken. I also encountered a nice couple from Pennsylvania. We compared travel stories and chatted for a few moments. Before we went our separate ways, the couple had my business card and I had an order for one of my children's books. You just never know when a simple conversation can turn into a business deal. So I thought I would take this opportunity to remind everyone never go anywhere and I mean anywhere without your business cards. Business opportunities can pop up even out in the middle of nowhere.

Sue Brown, S. J. Brown Photography
www.sjbrown.50megs.com

TAX CREDITS AVAILABLE

Amy Owen, executive director of the Eastern West Virginia Community Foundation announces that her nonprofit organization was awarded \$43,000 in tax credits. Qualifying gifts to the Community Foundation of \$500 or more (with a \$10,000 cap) generate of 50% tax credit. Tax credits differ from tax deductions-they apply directly against tax owed. And, if coupled with itemized federal tax deductions, the out-of-pocket expense for a contribution can be as little as \$220 for a \$500 gift. Call the Eastern West Virginia Community Foundation for more details at 264-0353. Interested women should call quickly; the tax credits are expected to be gobbled up quickly!

DONNA REEVES, MENDING, ALTERATIONS AND SIMPLE CREATIONS

Donna Reeves has moved to Falling Waters, however, I still work in Martinsburg, Monday to Friday, 9 to 5, so drop off and pick up is easy to arrange. I also do house calls. My new phone number at home is 274-0688 and work number is 262-4436. See a list of some of my fees on my flyer at the PBWA table at the Expo.

HOME-BASED BUSINESS WORKSHOP

October is Home-Based Business Month. Join 3 PBWA members in a special workshop designed to answer questions about record-keeping, marketing and setting up an office in your home. Tuesday, October 19th from 9:30 am to 12:30 pm at Eileen McIntyre's home (Summit Crossing Press) off Route 9 in Morgan County, Ginger Lewis of Cox Hollida LLP and Christina Lundberg of the Small Business Development Center (SBDC) of CTC will be conducting a workshop, "Home-Based Business Issues" for \$15 that includes lunch. Deadline to register is October 12th with the SBDC by calling 304-260-4385 or download a registration form from the SBDC website: www.shepherd.edu/sbdcweb.

OCTOBER IS BREAST CANCER AWARENESS MONTH

The late Dr. John Lee talked extensively about the protective nature of bio-identical (natural) progesterone cream in his numerous books, including, *What Your Doctor May Not Tell You About Breast Cancer*. Research in this country and overseas demonstrates the protective benefits of natural progesterone against breast cancer and other malignant tumors. A 1996 Harvard study concluded that women low in natural progesterone have an 80% higher risk of developing breast cancer, and that the risk of developing other malignant cancers increases 10 fold. Yet a 10-year study published in the JAMA in Jan. 2000 demonstrated a 53% increased risk of breast cancer in women taking synthetic progestins combined with estrogen (HRT), and an increased risk by 35% when women used estrogen alone. The Women's Health Initiative study was halted in May of 2002 due to the increased breast cancer risk to women taking estrogen and synthetic progestins (HRT).

Unfortunately research also shows that 50% of North American women, aged 35 and older are deficient in natural progesterone. Dr. John Lee listed Arbonne International's Phyto Prolief and Prolief natural progesterone creams among those that are properly formulated to be readily absorbed and accepted by the body, because they are bio-identical to that which our body makes. The Arbonne formulations are also dispensed in a convenient metered dose, which allows you to avoid the bother and mess of measuring, while protecting the cream from bacteria, light and air. This container design assures that the potency of the progesterone remains consistent to the very last drop.

Dr. John Lee also stressed the importance of avoiding xenoestrogens to maintain a healthy hormone balance. Xenoestrogens are unnatural substances that bind to the estrogen receptor sites in our

bodies, and have an estrogen like effect, along with side effects. They include synthetic hormones fed to cattle and poultry, pesticides, and petroleum products. Petroleum can be found in detergents, furniture polish and the skin care and cosmetics that we use on a daily basis. Just as some medications, nutrients and natural progesterone cream can penetrate into our blood stream through our skin, so can many detrimental substances including petroleum ingredients. Did you know that 98% of the skin care and cosmetic products sold in this country contain mineral oil (a by-product of gasoline production) and other petroleum ingredients? Start reading the labels of the products you use on your skin every day.

Arbonne International markets skin care and cosmetics that do not, and never have contained any petroleum or other unsafe ingredients. Our products are botanically (of plant origin) based, so they are more like the natural oils our skin produces. Our products are pure, safe, beneficial and they work wonderfully!

Please contact Holly Taylor Lemieux, Arbonne Independent Consultant for more information about our natural progesterone creams and other safe and beneficial products. Stop by her exhibit at the Women in Business Expo to test some of our great products.

Holly Taylor Lemieux, 304-229-7650, www.holly.myarbonne.com or email me at holly@myarbonne.com

TAKING A SABBATICAL

by Diane Mickelson

Eleanor Roosevelt once said, "If I feel depressed, I go to work," and that is exactly what I've been doing the last couple of years. But not in the way most of you will think.

In the fall of 2000, my dad died after a long illness. Not too long after that, one of my very best friends passed over after a six-year bout with cancer. Within the next six months two more very close friends died and then the events of 9/11 rocked the world. All I wanted to do was crawl in bed and stay there with my soul-searching thoughts and depressed feelings.

Of course, I did not do that. Nor did I get on the couch with a box of bonbons and a romance novel. I kept up with all my clients and my writing, but instead of going one hundred miles an hour out in the everyday-world as I had been, I chose to stay close to home and wait.

Wait for what, you ask? Wait for the suffering to dissipate. Not only the suffering of the grieving process, which we always have to endure after the loss of anybody or anything, but also the suffering of over-activity. Paying attention to the losses helped me to realize that I had been filling every waking moment with too many people and too much activity and not paying attention to my own inner guide. I needed a sabbatical.

The word "sabbatical" is related to the word "Sabbath--" the day of worship and inactivity in almost every religious tradition in the world. And author, Wayne Muller, in his book, *Sabbath: Restoring*

the Sacred Rhythm of Rest, says, "In our drive for success we are seduced by the promises of more: more money, more recognition, more satisfaction, more love, more information, more influence, more possession, more security. Even when our intentions are noble and our efforts sincere—even when we dedicate our lives to the service of others—the corrosive pressure of frantic overactivity can nonetheless cause suffering in ourselves and others."

So, I decided it was time to lay low for a while and focus on myself for a change.

What have I been doing during my Sabbatical? Well, first I made more time for my first real love—reading. I devoured uplifting books like *Romancing the Ordinary* by Sarah Ban Breathnach, *A Better Way to Live* by Og Mandino and *Be Free Where You Are* by the Buddhist monk, Thich Nhat Hanh.

I bought a new sewing machine and started sewing again--something I hadn't done for over ten years. I got out my dust-covered cookbooks and started planning some exciting gourmet meals instead of the same old—same old. And I began to write some poetry.

I also discovered a new fascinating hobby that I am so excited about—genealogy. I am now in contact with before unknown third and fourth cousins who share the same passion and excitement about researching and playing private investigator that I do. I am e-mailing with a distant relative—we think—in Oslo, Norway, who has sent me untold amounts of information on my "Mikkelsen" side of the family. And, just a few weeks ago, I found that I am related through marriage to the founder of Gerrardstown where I live. (My Uncle Vernon in Wisconsin is the great-great-great-great-great-grandson of Rev. David Washington Gerrard!)

Now you may be thinking, "all that stuff sounds like ACTIVITY to me." Yes, it is. But it is what I WANTED to do, not what I HAD to do and I could take a break from it anytime to sit on the deck and listen to the birds or do an hour's worth of yoga.

Muller calls doing the things we enjoy--without remuneration--"sacred rest." And making time for sacred rest is something we all need to do before it is thrust upon us by illness or accident, says Muller. That's what happened to him. He contracted the same bacterial infection that killed Jim Henson, the Muppets' creator. During Muller's recuperation, he realized that he had been burning the candle at both ends, always trying to do one more thing before his head hit the pillow at night. His illness was the impetus for writing his book.

When we get right down to it, we are talking about balance. Something I have written about many times as a way to manage our stress-filled lives.

Muller thinks the world is out of balance. He says, "I think that we've so prioritized money and possessions and accomplishments that we've forgotten about lusciousness and wisdom and delight."

Lusciousness—wisdom—delight—LWD. Aren't you ready for some LWD today?

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 per session for personal training and a discount on wellness seminars for their business.

ODE TO DIANE (MICKELSON)

by Heidi Spencer

(On her receipt of yet another Writers Award!!)

THREE CHEERS for my trainer named 'Di '
Whose got a bright tear in her eye
When she says 'smile and grin'
More awards she rakes in
But toot her own horn, She won't try !!!

She's a writer, a soul-mate, a star
She 's an earth woman come from afar,
She'll encourage your heart
To try a fresh start
--not to fret the sad pounds you now are!!

So whether you're stout
or you're thin
She'll accept the sad pickle
you're in
And she'll quietly say how to turn round the day
Then remind you're, too, a star !!

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

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Management Council

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