



# GN Notes

Communication Connection Comraderie

A Publication of Guelph Women in Networking

Volume 09-10 Issue 9, May 2010

## Word of Mouth Marketing!

### With Bob Cassels

#### What do you want?

Advertising builds your Image  
Word of Mouth/Relationships get you sales

#### Discover the power of Word of Mouth Marketing to:

Increase revenues, customers buy more  
No cold calls, build referrals and get free sales force  
Separate yourself from your competition  
Become the talk of the town - buzzworthy  
Create a memorable irresistible offer

Mr. Bob's goal is to show you that there are other ways of increasing your business without investing any advertising dollars. It looks SO EASY to do!!!

As a gift to each your members prior to the June meeting go to [www.mrbob.ca/bob](http://www.mrbob.ca/bob) and click on the 21 Day challenge. This challenge is a collection of Word of Mouth marketing strategies.

Each member gets a clear overview of how to get more business without spending advertising dollars.

#### Mr. Bob gets you more bu\$ine\$\$!

Bob is the founder and president of The Cassels Corporation, a relationship marketing firm that specializes in building customer, member, and employee relationships, opening new markets, reducing cold-calls, increasing customer sales and referrals, coaching and mentoring, and workshops and seminars. Bob is also currently the proprietor of Mr. Bob's Network, a networking service that was formed in 2002, and is a division of the Cassels Corporation that provides marketing, networking, advertising, and training for thousands of businesses in the Simcoe County area.

Visit the GWIN website at [gwin.ca](http://gwin.ca) to book for the June meeting



## Join Us .....

### For an Evening with Bob Cassels

Tuesday, June 1, 2010

Location:

**Guelph Country Club  
133 Woodlawn Road East**

Visit our website  
at [gwin.ca](http://gwin.ca)

Cost: \$30.00 for Members  
\$40.00 for Non-Members

Time: Doors open for Networking at 5:30 p.m. Dinner and Speaker are from 6:00 p.m. to 9 p.m.

**Registration is required!**

There is a story told by the actress Maggie Smith that after a particularly amazing performance of Othello by Sir Laurence Olivier, she saw the great actor backstage, miserably sulking in his dressing room.

"Why so glum, Larry?" she asked. "You were brilliant tonight."

"I know!" Olivier roared, "but I don't know how I did it!"

## Remember ...

**PLEASE NOTE -- CANCELLATION POLICY:** Reservations are required and are taken either online by 5:00 p.m. on the Sunday prior to the meeting or by phone (519-827-4946) up to 10:00 a.m. on the Monday prior to the meeting. Cancellations are taken by phone only up to 10:00 a.m. on the Monday prior to the meeting. You will be billed if you do not give the required notice of your reservation cancellation. Method of payment: Cash or Cheque at the door.

As a courtesy to our members and guests with perfume sensitivities, please refrain from wearing perfumes to the dinner. Thank you

### Another great GWIN benefit!

GWIN is an official member of the Guelph Chamber of Commerce, and so as members of GWIN we can attend all the Chamber functions at member prices. When booking, be sure to mention you are a GWIN member.

Do remember, you are there as a GWIN member, and if you wear a name tag, it must be your GWIN tag, not your personal company.

Naturally you may take your personal business cards to share with others.



## THE PRESIDENT'S CORNER

By Jody Hay

What a Great Group!

As many of you are aware, one of the goals of the Executive over this past year has been to get the word out about GWIN, and to invite and welcome guests and new members to join us. Well, I'm very proud to say that boy-o-boy did we ever succeed at that!!!

Our group has grown to include 14 new members, and we welcome you all with open arms. The whole focus of GWIN is to help foster learning and growth in women's businesses and in meeting so many new faces, it can only help us each individually to grow and to learn from each other.

One of the reasons that GWIN is such a successful women's business networking group, is because the environment we've created together is one of sharing, nurturing, learning and laughter. It's a safe, non-judgemental way for us each to practice getting over certain fears such as public speaking, meeting new people, and becoming comfortable telling others about the goods and/or services that we provide.

An additional bonus of GWIN is the fact that many new friendships are forged, beyond just the realm of business. I know that I personally have found support within the group, as I've faced some challenges in my personal life and I'm so grateful for it. Many of you have shared your stories with me as well, about how the women in GWIN were the ones who helped to get you through a crisis, or who were there even just to listen and offer advice to help solve some of the smaller issues we can face in life, whether that be with kids, hobbies, or in our careers.

In a couple of months, I will be passing the reins over to your new President, Sharlyn Graham, and her new Executive Committee. I have absolutely no doubt that under their guidance, GWIN will continue to grow and the women of GWIN will continue to prosper from the relationships forged within the group. Thank you all so very much for an amazing year, and an extra thanks to my Executive team, whom I will greatly miss meeting with every month. You all continually amaze me with your sheer strength as women.

### A Terrific Benefit of GWIN Membership — Business Bios

If you haven't scheduled your Business Bio this GWIN year, or if you are new to GWIN, here is your chance to present yourself and your company to the membership and guests. Book now for September, October & November.

This is one of the great perks of GWIN membership, so take advantage of this now and contact Penny Jamieson to book your Business Bio.

Contact Penny at [gp1jamieson@primus.ca](mailto:gp1jamieson@primus.ca)

And then get your bio printed in the newsletter too!

## BUSINESS BIOS ...

Because the May meeting is the Annual General Meeting, Business Bios are not part of the Agenda in May. This section will return next month.

## ARTICLES

**Maria Dy**  
**PerFitU**

### Recipe to a Successful Weight Loss Program

Early this year, I embarked on a journey to step on stage for a fitness show, and the experience has been a wild ride thus far. Although I was never what you consider overweight, I had completely let myself go and stopped exercising all together. I became easily fatigued, out of breath, out of shape and completely frustrated that I, as a Personal Trainer, was having a hard time getting it together. I had to search and dig deep in order that I get out of the "rut" that I was in...

When I finally made a decision to pursue a fitness goal, I knew it would take a lot more preparation than creating a fitness program to accomplish it. I set up a "system" that helped with my vision as I did not want to go into it blindly. The secret to a successful weight loss program is not about starvation, extreme diets or trendy exercise programs. They are a combination of what we already know. Below is a Recipe that I used to help me shed body fat while staying on track:

1. Goal Setting – I wrote a specific goal. I made sure it was realistic, took proper action and set a timeframe. I also took initiatives to employ other healthcare providers such as Naturopathic doctors, Neurofeedback, NLP and Business/Personal coaching sessions to help me with the other aspects of my preparation.
2. Schedule – I set aside time even if it meant waking up at 5 a.m.! I scheduled "workout time" in my calendar and marked it as an appointment. As a busy professional, I also get caught up in the day to day events not only with training clients but also paperwork, housework, groceries and other appointments. I had to make time – no excuses.
3. Tell everyone – I told everyone about my goals. I talked about it so much that it kept me in line and focused on my goal.
4. Keep program interesting and fun – Changing a fitness program on a regular basis helped prevent boredom while keeping my body from adapting to the same workout. I regularly lifted weights, performed interval cardio training, flexibility stretches, and Pilates training.
5. Arm yourself with fork and knife – I regularly ate 5 to 6 small meals per day. This task was challenging during the first month but once I got the hang of preparing them (even the day before if I knew my schedule would be hectic), I did not miss a single meal.
6. Consistency – In order to achieve my goals, Consistency was key. Without it, it would have been hard to achieve my desired results.

Every now and again, we face some of life's challenges and the last thing we want to do is workout and take care of ourselves. Realize that you are not alone in your journey. Get back up and try again. Start with one goal. Dig deep and ask yourself "why" – this could be a start of your new life.

See my before and after pictures on the next page.....

## ARTICLES CONTINUED

Continued from previous page....

Maria Before and Maria After (Editor - wow)



**Pat Skibinski  
1 Fitbug**

**(CPR) Cardio Pulmonary Resuscitation - Heart/Lung Stimulation**



- Check responsiveness, call 911
- Open airway, check for breathing
- Give 2 breaths
- Give 30 compressions + 2 breaths
- Continue routine until victim responds or medical help arrives

### What is CPR?

CPR is an emergency intervention that artificially pumps blood (and oxygen) to the brain, when the heart has stopped pumping. When done properly and promptly, it saves lives and reduces the chance of permanent brain damage from oxygen starvation.

### What's involved?

- Victim analysis, followed by
- Rescuer exhalations followed by
- Chest compressions accompanied (usually) by exhalations between compressions

Purpose – to bring air into the lungs and send oxygen to the brain.

Additionally, knowing and using an AED (Automated External Defibrillator) dramatically increases chances of survival.

## ARTICLES CONTINUED

### A prompt response is vital!

The brain is most vulnerable to oxygen starvation. The heart pumps this oxygen. Prompt effective CPR delays tissue death and extends the brief window of opportunity for successful recovery without permanent brain damage.

### Who is allowed to do CPR?

The Good Samaritan Law allows anyone to try their best to save a life. Preferably, this person is fully trained.

### Where is training available?

Organizations such as Red Cross, St. John Ambulance, CanFitPro, 1 Fitbug and Heart & Stroke meet the official criteria of effective CPR training.



Above: Celia Desir of Faithlife Financial and Sarah Yetkiner of Trios College at the welcome desk of the GWIN Annual General Meeting in May.

Below: Our gorgeous new GWIN table-top display, showing the important highlights of our organisation, and featuring photos of current members.



## The 5th Annual Ladies Golf Tournament Our Major Annual Fund Raiser! Tuesday, July 6, 2010

The following information is also on the website at [gwin.ca!](http://gwin.ca!)

Every year GWIN holds a fundraiser to help us fund our programs throughout the year.

On Tuesday July 6 at the Springfield Golf and Country Club we will be hosting the 5th Annual GWIN Fundraising Ladies Golf Tournament and SILENT AUCTION. Ten percent of the profits from this EVENT will go to Women's Build Habitat for Humanity.

The Women Build is about building homes with a focus on promoting women as leaders and providing an opportunity for women to learn new trades or skills, under the direction of both men- and women-skilled tradespersons. A Women Build includes all the benefits of the regular HFHC builds but adds a twist by focusing on the encouragement of women to get involved in what is considered an otherwise male profession. It is about spirit, empowerment, solidarity, fun, learning, and a whole lot of pride in working with a family to build a place they can call home.

The day's itinerary is as follows:

- 1:30 p.m.-2:00pm: Registration
- 1:45 p.m.-2:00pm: Free Golf Clinic (pre registration required)
- 2:00 p.m.-3:00pm: Tee off Times (Scramble/Best Ball Format)
- 2:00 -6:00pm: Silent Auction
- 5:00-6:30: Live Music Provided by Cuneyt Yetkiner, Guitarist
- 6:30 pm: Dinner

9 Hole Golf plus Dinner: \$75.00 (GST Included)

Dinner Only: \$35.00 (GST Included)

Come out and PLAY!!!

PLEASE NOTE: ADVANCE REGISTRATION ONLY. Payment MUST accompany registration. Cancellations will not be accepted after Jul 2, 2010. Registration and payment must be received by June 24, 2010. GOLF SPACE IS LIMITED so register early to avoid disappointment. SILENT AUCTION will be held between 2 and 6 pm. Dinner at 6:30pm



Maria Dy of PerFitU networks with Anne Harauz of Spirit-Filled Healing.

Anne is explaining about her exotic jeans with the diamante detail on the rear pockets.

The AGM is always such a red-carpet deal!



Above: Proud new Grandma, Deb D'Antonio shows off the twins to Colleen Hunter of Hunter's Helping Hand. Deb looks so proud she's about to burst!

Below: Carla Berquo of Brazilian Shoe Box, Sharlyn Graham of Life Uncluttered and Jody Hay of Coldwell Banker Neumann Real Estate appear to be plotting. HmMMM I wonder what they have in mind?



Team Enhancement Workshops | Keynotes

# Sylvia Plester-Silk

email [Sylvia@plester-silk.com](mailto:Sylvia@plester-silk.com)

phone 519-822-3776



Above Left: Sylvia Plester-Silk purchases 50/50 tickets from Bonnie Deschenes of Bonnie Deschenes Designs.

Above: Jody Hay Current President receives thank you roses from President-Elect, Sharlyn Graham.

Left: President Jody Hay, thanks our May Speaker, Sylvia Plester-Silk for her entertaining and hilarious presentation at the GWIN AGM.



**WANTED:**

Looking for articles from our talented and interesting GWIN members - needed to help for busy and sometimes overwhelmed editor.

Plus, let's face it, members, all of you lead fascinating lives - busy and fulfilled, the rest of us want to know your tricks and tips.

We need articles about 300 to 400 words in length, and you will be given credit and your business mentioned. However what we ask of you is to make the article of interest to the membership, without blatantly promoting yourself. You get the opportunity for obvious salesmanship (womanship?) in your business bio.

Also needed are book reports and ideas for special topics of interest to our members. A jpeg of the book cover, together with a brief outline about 75 to 100 words in length would be superb.

**Your New Executive for 2010-2011**

**From Left to Right**

**Back Row:**

President---Sharlyn Graham, Past President---Jody Hay, Membership Coordinator---Kim Baseggio, Communications Coordinator---Paula Clarke, Upcoming Programs---Wendy Owens, Treasurer---Deb D'Antonio, Vice President ---Carla Berquo,

**Front Row:**

Newsletter Editor---Marilyn Kleiber, Public Relations Coordinator---Maria Dy, Secretary---Charlane Steyczuk, Hospitality Coordinator---Bonnie Deschenes.

**Not Shown:**

December Fundraiser---Colleen Hunter





**Guelph Women in Networking**

### Next Event ...

## 5TH ANNUAL LADIES GOLF TOURNAMENT

Followed by Silent Auction & Dinner

- Date:** Tuesday, July 6, 2010
- Location:** Springfield Golf & Country Club  
2054 Gordon Street
- Cost:** \$75.00 Golf + Dinner  
\$35.00 Dinner Only
- Time:** Registration begins at 1:30pm  
Tee Off starts at 2:00pm,  
Dinner from 6:30pm

**Registration required!**

Registration starts after June 2, 2010 at [gwin.ca](http://gwin.ca)

### Advertising Submissions — Member Prices

- Big Business Card Ad: \$10.00 (3.5"x2.5")  
 1/4 Page Ad: \$15.00 (3.5" x 4.75" or 7.5" x 2.5")  
 1/2 Page Ad: \$28.00 (3.6" x 10" or 7.5" x 4.75")  
 3/4 Page Ad: \$38.00 (7.5" X 7")  
 Full Page Ad: \$50.00 (7.5" x 10")

The above prices are for the placement of the ad, if Camera-ready art is provided. Ads can be designed for you for an additional fee.

There is a 10% discount on all prices if you book more than one issue at a time. To advertise in C-Notes, please talk to the editor at the monthly GWIN meeting. All submissions to C-Notes are published on a first-come, first-served basis.

#### Non-Member rates on request.

The submission deadline for C-Notes is the 15th of each month. Please send submissions to:

[editor@gwin.ca](mailto:editor@gwin.ca)

Editor - Marilyn Kleiber

## OUR SPECIAL THANKS ...

To members who supplied prizes for our 50/50 draw ...

- Sylvia Plester-Silk - Team enhancement Workshops  
 Bonnie Deschenes - Bonnies Deschenes Designs  
 Wendy Owens - Keep In Touch Studio  
 Marilyn Kleiber - Life Force Potentials



## The Last Word - The Editor

About a year ago, my husband and I were traveling down the parkway near our home, and we were on a part that was sparsely populated, with farms on either side of the 4-lane highway.

All of a sudden, from the opposite side, a deer ran out onto the highway, crossed the median strip, made it across the first lane, only to be faced with a possible collision with a mini-van in the inside lane.

Both the deer and the mini-van were about 80 to 100 yards in front of us. I had no time to even consider the possibilities, when the most extraordinary thing happened. Almost without pause, the deer leaped over the van, skidding slightly over the roof, landed on the other side, staggered a bit, ran up the embankment and vaulted the fence into the farm land beside the highway.

I was stunned. I had certainly never seen anything like that ever before. It was such a magnificent moment and I could feel my heart soaring, just like the deer when it leaped.

It could have been disastrous, but instead it was an amazing event. That evening, I realised the deer had offered me a lesson ..... and what a lesson!

There are huge numbers of people who would tell you that when faced with a block in your path --- simply plough through with courage and determination. This is such a highly regarded action that there are monuments erected and plaques and medals given to those who plough through obstacles, despite their fear.

And yet, all too often, ploughing ahead, without that sense of inspiration to guide us, can cause pain, grief and sometimes death.

The fact is that all of us when faced with a serious blockage in our paths, can simply choose to leap over that barrier, with ease, and keep on our paths with joy in our hearts. All leaping requires is faith in ourselves and trust in our instincts.

Hmmmm. It seems we have a choice in life. Monuments, medals, plaques and approval of others? Or do we choose our own inspiration, a leap of faith, and perhaps forfeit the approval of others?

Personally, I choose leaping!

And that's my last word on the subject!

*C-Notes*