



# GN Notes

A Publication of Guelph Women in Networking

Communication Connection Comraderie

Volume 09-10 Issue 11, July 2010

## IMAGE MANAGEMENT: A COMMUNICATION TOOL



It's not always easy to assess our own projected image. Without professional advice and direction, all we can do is try our best!

Understanding how we come across to others makes good business sense! We can consciously learn to put our "best foot forward", and put others at ease through developing awareness of our personal image.

KCR provides simple guidelines to compliment your natural abilities and personality, to create the look you require. By learning to project the right visual image of ourselves, we create positive reaction from others in our business and personal environments.

Participants in KCR's workshops benefit from increased self-esteem, self-confidence and credibility: improved performance and productivity; better able to reflect authority, ability and sensitivity to others, reaping the success that a professional image brings.

Carol Robichaud president of KCR Image Consulting is a certified Colour and Image Management Consultant for men & women.

She is a graduate of the Fashion Academy in Costa Mesa, California and is a founding member & past president of the Association of Image Consultants International, Toronto Chapter. She presently holds the office of Media Liaison Officer for Canada and is acting VP Conference Internationally.

Carol, a native of Toronto, combines more than 19 years experience as a certified image management consultant who is a speaker & trainer for diverse companies, organizations & individuals on the importance of developing strategies for self image, self discovery & personal branding.

She has appeared on the Women's Television Network (WTN), CBC Newsworld, CTV, Canada AM, Breakfast TV, CHTV At Home, CTV Newsnet, Media Spokes Person for Gillette, coordinated programming with CBC's Ventures & was selected to judge the Miss Canada International. Carol has been interviewed by Marsha Lederman, Tom Rivers and co-hosted with Roy Green on Talk 640. Major Toronto newspapers & publications have quoted Carol on all areas of image management.

Visit the GWIN website at [www.gwin.ca](http://www.gwin.ca) to book for the September, 2010 meeting

### Join Us .....

**For an Evening with  
Carol Robichaud  
Tuesday, September 14, 2010**

Location:

**Guelph Country Club  
133 Woodlawn Road East**

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

Please pre-register at [www.gwin.ca](http://www.gwin.ca)

### 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.

### Remember ...

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 tournament and the dinner following. Thank you



## THE PRESIDENT'S CORNER

By Jody Hay

A Year in Review

What a fantastic GWIN year it's been. We've had engaging professional speakers who have provided food for thought, much laughter and some great suggestions as to how to be true to ourselves and our businesses.

We've also enjoyed another successful fundraising campaign at Christmas, which helped us provide financial support to Guelph Wellington Women in Crisis. In addition to that, we have just completed our 5<sup>th</sup> annual Golf and Silent Auction fundraiser, where we succeeded in raising funds for both GWIN itself and for Habitat for Humanity Women Build, our charity of choice for the 2009-2010 GWIN year.

Earlier in the year, the GWIN Executive focused a great deal of energy on a Membership Drive, which too was incredibly successful. We welcome all of our new members with open arms, and look forward to getting to know each of you better.

From a more personal perspective, I feel incredibly blessed to have had the opportunity to be your President. I am so proud of our group, and what we all as a collective, have achieved. It's a powerful thing being part of a common goal. We are women who help and support women.

As I pass the reins over to your new President Sharlyn Graham, I know that you will be in very good hands through the 2010-2011 GWIN year. Sharlyn's passion for GWIN and her professionalism in all of her endeavours are sure to inspire you.

Enjoy the rest of your summer, and we'll see you in September!

### MEET YOUR 2010 - 2011 EXECUTIVE

<p><b>President -- Sharlyn Graham</b> Supervises the overall activities and decisions for the organization. Liaises with web site provider to develop Internet strategies.</p>	
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	<p><b>Vice-President -- Carla Berquo</b> Assumes the duties of the President in her absence, administers the Scholarship Program and accepts special projects and duties as required</p>
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<p><b>Treasurer -- Deb D'Antonio</b> Handles all funds for GWIN, keeps accurate financial records including Accounts Payable and Receivables.</p>	
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	<p><b>Membership Co-ordinator -- Kim Baseggio</b> Supports all details regarding membership, new and existing, and supports the administrative functions at each dinner meeting.</p>
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<p><b>Hospitality Co-ordinator -- Bonnie Deschenes</b> The exclusive contact for GWIN regarding all details which involve catering and facility booking</p>	
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	<p><b>Communications Co-ordinator -- Paula Clarke</b> Responsible for gathering information on events put on by GWIN members or events in the community that may be of interest to GWIN members, seeking out news items about GWIN members and their companies, updating content on the GWIN Web site.</p>
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<p><b>Upcoming Program Co-ordinator -- Wendy Owens</b> Assists Current Program Coordinator in programming and communication duties. Assumes Current Program Coordinator position the following year.</p>	
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	<p><b>Public Relations Co-ordinator -- Maria Dy</b> Establishes and maintains media contacts. Develops public relations strategy and consistently promotes the public profile of GWIN.</p>
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<p><b>Special Events Coordinator—Christmas Penny Table—Colleen Hunter</b> Position Description: Responsible for the coordination and implementation of the Christmas Penny Table to raise funds for Women in Crisis</p>	
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	<p><b>Secretary -- Charlane Stecjuk</b> Chief recording and corresponding officer of the organization.</p>
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<p><b>Newsletter Editor -- Marilyn Kleiber</b> The Newsletter Editor is a non-voting member of the executive and an intricate member of the team. She is responsible for creating the newsletter each month and manages all member advertising/ announcements/articles</p>	
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<p><b>A Terrific Benefit of GWIN Membership — Business Bios</b> 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 &amp; November.  This is one of the great perks of GWIN membership, so take advantage of this now and contact Wendy Owens to book your Business Bio.  Contact Wendy at <a href="mailto:wendy@keepintouchstudio.com">wendy@keepintouchstudio.com</a> and then get your bio printed in the newsletter too!</p>
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## ARTICLES

Wendy Owens  
Keep in Touch Studio

Do you want to have soft and supple skin? Do you want your skin to have even tone and color? Are you looking to have the best tan ever? Do you want to reduce the signs of aging?

Hydration is the key to your skin's health!

Picture your skin as the grass in the spring. Picture your dead/flaky skin as the leaves in the fall. Picture your moisturizer as the snow. If you did not remove the fallen leaves before the snow fell, the grass will be smothered. Once you remove the leaves and allow the rain to nourish the grass, it will turn green and lush. The same is true with your skin.

How to achieve the perfectly hydrated skin?

- Clean your skin with a gentle cleanser that is best suited for your skin.
- Exfoliate the dead skin 1-2 times a week (depending on skin type).
- Hydrate your skin with a moisturizer that will not only treat your skin type, but also treat the conditions of your skin (in this case, dehydration).
- Check the ingredients. Avoid products that contain a high dosage of alcohol, which will dries the skin.
- Avoid smoking. It will cause your skin to loose elasticity from the lack of moisture being drawn out from the toxins.
- Drink plenty of water, and eat foods that are rich in antioxidants. This will help the skin repair itself.
- In dryer climates, use a humidifier to add moisture to the air, which will help hold your skins moisture.
- Protect your skin daily and all year round. In the warmer months, stay in the shade as much as possible. Wear protective clothing, such as long sleeves and pants and a large rimmed hat. Wear sunscreen with a minimum of 15 SPF, that is broad spectrum (UVA & UVB protection) and with zinc oxide for the fairer skin types. In the cooler months, it is just as important to bundle up and protect your skin from the wind and cold, as well as to wear sunscreen. The wind can seriously dehydrate the skin and the sun can burn skin in the winter when it is reflected off the snow onto your skin.
- Avoid taking long & HOT showers and baths. This will cause the skin to loose the protective barrier that protects its moisture content. Be sure to moisturize right after you get out of the water. Keep in mind that pools and hot tubs will also strip the skin of its moisture barrier, so rinse with fresh water and moisturize!



A quick peek at the amazing items on the GWIN Annual Golf Tournament Auction Table. If you could not make it, your missed out on some great items.



After a very busy couple of months, the GWIN Golf committee take a well-deserved relaxing lunch before hoards of golfers arrive to have fun. From Left to Right: Maria Dy, Penny Jamieson, Sharlyn Graham, Bonnie Deschenes and Kim Baseggio. Hovering in the background is one of the first golfers to arrive, Carla Berquo.

### WANTED:

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

We need articles of 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 (saleswomanship?) 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.

Here is another chance to promote yourself .. write articles and get the credit.

Contact me for further information at [editor@gwin.ca](mailto:editor@gwin.ca)

Team Enhancement Workshops | Keynotes

# Sylvia Plester-Silk

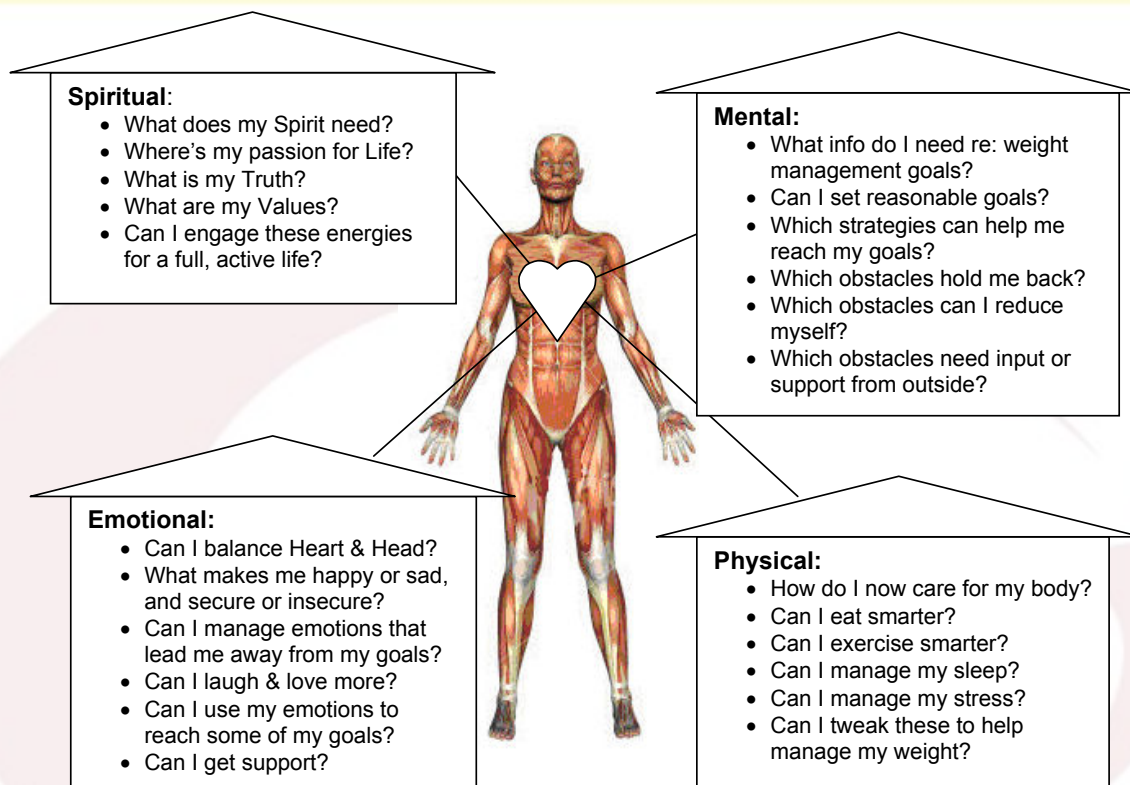
email [Sylvia@plester-silk.com](mailto:Sylvia@plester-silk.com)  
phone 519-822-3776



## Tackling Weight Management / Where to Start? – One of your Four Rooms!

An ancient proverb from India says:

*"We all have Four Rooms to our Being: the Spiritual, Mental, Emotional, and Physical. We need to visit each of our rooms at least once daily, even if it's just to air them out."*



**Only one room is Physical.** Tapping into the needs (and resources) of our other three rooms often empowers us to discover the breakthroughs for real change in the physical room as well. Feeling out of control? Perhaps one of your four rooms needs special attention and care.

**Where to start? Any room you choose!** That first room will energize you to enter and explore your other rooms as well. The more rooms you explore, the more joyful, productive energy you will gather to meet your goals – weight management or otherwise!

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GWIN's 2010 Golf Committee, from left to right Sharlyn Graham, Bonnie Deschenes, Wendy Owens, Penny Jamieson, Maria Dy and Kim Baseggio.



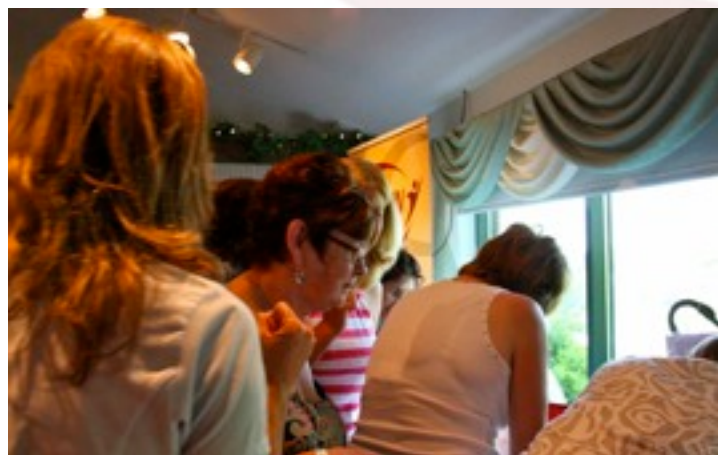
Wendy Owens giving mini Indian Head massages to weary, over-heated golfers.



Left: One of our wonderful hole sponsors, Carla Berquo of Brazilian Shoe Box.



Right: The women of Habitat for Humanity, Women Build, prepare for a round of golf. ..Kimberley Rogers, Carolyn Hill and Diana Degan-Robinson



Left: Feeding frenzy at the auction table when Jody announces that there are only 2 minutes in which to write down your bids.



Right: Jody auctioning off some additional items. She has missed her calling!

## OUR SPECIAL THANKS TO ALL OUR WONDERFUL SPONSORS ...

Artist & Educator, Karin Silverstone  
Auto Clinic  
Avon  
Kath Beavan  
Begum  
Bonnie Deschenes Original Stained Glass  
Borealis  
Bowen Centre  
Brazilian Shoe Box  
Butterfly Salon & Spa  
Cahill Financial Services  
Canadian Tire Store (Woodlawn Rd.)  
Candies of Merritt  
China Outsource Group  
Club 177  
Cocoas  
Coldwell Banker Neumann Real Estate  
(Jeff Neumann & Jody Hay)  
Coriander  
David Bruce & Associates Co-operators  
(Kim Baseggio)  
Delta House & Conference Centre  
Destiny Tours Intl. Inc.  
Diamond Detailing  
Diana Robinsons & Assoc.  
Drew House  
Dynamic Balance  
Edible Arrangements  
Fairfield Marriot of Guelph  
Faithlife Financial  
Fighting Griffin Martial Arts  
Flying Dance Company  
Forestview Business Services  
Gentle Dental Hygiene Services  
Goldfinger  
Global Pet Foods  
Green Earth Store (Stone Road Mall)  
Greenwood Quiltery  
Greek Garden  
Guelph Artisan Store  
Guelph Naturopatic Clinic  
Guelph Wood Art  
Hakim Optical  
Harmony Global Arts & Clothing  
Holistic Energy Therapy  
Hunter's Helping Hand Inc.  
Hush Me Not  
IF Footwear  
I Love Chocolate  
Jenny's Place  
JB Promos  
Juice Plus+  
Karen' Creations  
Keep in Touch Studio

La Cuchina  
Latasia Jewelry  
Le Creperie  
Life Uncluttered Home Staging & Redesign  
Lighten Up-Combat Clutter  
Lorna Wylsun coaching & Trainer  
Lush Fresh Handmade Cosmetics (Stone Road Mall)  
MaryBeth Templeton Registered Massage  
Maple Leaf Foods  
Meadowville Gardens  
Meridian Credit Union  
Midnight Sun  
Morning Rose B&B  
New Age Health Food Store  
Newton Eastwood Investment Mgmt  
(BMO Nesbitt Burns, Tim Eastwood)  
Nicole Riddell Hand Made Soaps  
Ocean Bottega  
Pablo's World of Cartoons  
Pencorp Life Insurance  
Pidel Homes  
Play With Clay  
Pre Paid legal  
Pure Wave  
QT Web Design  
Ready2Grow Assoc.  
Reaume Marketing  
RBC  
Rocky Mountain Chocolate Factory (Stone Road Mall)  
Rose Parr Personal Training  
Safe TAid  
Salon G11  
Silpada Jewelry (Anne Winter)  
Silpada Jewelry (Mary Mansin-Hennig)  
Spirit Filled Healing  
Spoil The Dog Bakery  
Sweet Violets  
The Athletic Club- Manager  
The Cutting Room Salon & Day Spa  
The Fat Duck  
The Gorge Cinema  
Theresa Stangerlin  
The Mortgage Centre  
The Nutty Chocolatier  
The PerFit U Studio  
The Town Winer  
Trios College  
Uniglobe Discover Travel  
Wellington Motors  
Willow Springs Reflexology  
Wine Kitz  
With The Grain  
Wrights Sends a Basket  
Xocai Healthy Chocolate

"A snowflake is one of the most fragile creations, but look what they can do when they stick together!"  
Unknown

"Shoot for the moon... even if you miss, you'll land among the stars."  
Les Brown

"Aerodynamically, the bumblebee shouldn't be able to fly, but the bumblebee doesn't know that, so it goes on flying anyway."  
Mary Kay Ash, Entrepreneur

"Joy is what happens when we allow ourselves to recognize how good things really are."  
Marianne Williamson



## Guelph Women in Networking

### Next Event ...

#### Mind Mapping with Elaine Elias

Date: **Tuesday, October 5, 2010**

Location: **Guelph Country Club  
133 Woodlawn Road East**

Cost: \$30.00 for members  
\$40.00 for guests

Time: Doors open for networking at  
5:30PM, dinner and speaker  
are from 6:00pm to 9:00PM

### Registration required!

Registration starts after **September 15, 2010** at  
[gwin.ca](http://gwin.ca)

### Advertising Submissions — Member Prices

Big Business Card Ad: \$15.00 (3.5"x2.5")  
1/4 Page Ad: \$20.00 (Vert -7.5" x 2.5") (Hor. 3.5" x 4.75")  
1/3 Page Ad: \$26.00 (Vert - 10" x 2/5") (Hor. 3.4" x 7.5")  
1/2 Page Ad: \$35.00 (Vert.- 7.5" x 4.75") (Hor. 3.6" x 10")  
3/4 Page Ad: \$45.00 (7.5" X 7")  
Full Page Ad: \$60.00 (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.

Discounts - Commit and Advertise 3 months in a row - 10%  
- Commit and Advertise 6 months in a row - 12  
- Commit and Advertise 11 months - 15%

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)

### A Terrific Opportunity

Our new website has opened up a bigger and better advertising opportunity  
for all GWIN members.

On the website, you will see the following headings: Home, About GWIN,  
Members, Join GWIN, Events, Giving Back, Scholarship and Tell a Friend.  
Three ad boxes appear down the right hand side of the page. One of these  
ads, rotating through all eight main pages, can be yours for only \$75 per  
year. You can also choose to advertise for only six months for \$50.

Beneath each main page, there are subpages, also containing three ads.  
You can rotate through all 19 subpages for only \$50 per year.

The ad contains your business name, linked to your website, or linked to  
your page in the GWIN members' directory. In addition, you get 90  
characters (characters, not words) to give a short message about your  
business, along with your name and/or/phone. Since your e-mail address is  
on your website and/or your GWIN members' page, you probably do not  
need to include it as part of your 90 characters. A one year contract entitles  
you to two ad changes within that year.

This is a dynamite opportunity to get a very good bang for a very small buck.  
Contact me at [editor@gwin.ca](mailto:editor@gwin.ca)

### The Last Word - The Editor

Appreciate Yourself to Happiness

It is a fascinating aspect of life that appears to divide the world into the  
complainers and the people who find good in most things. The complainers  
never seem to run out of things to complain about: the government, the  
economy, their mates, their kids, their homes, and a huge variety of other  
subjects as well.

What is really interesting is that the complainers are not people who live in  
dictatorships, or in abject poverty, or who are trying to survive in the middle  
of civil strife. They live around us. They are our neighbours, our colleagues  
at work, our relatives, and sometimes they are even our friends.

They do not seem to see the rich and diverse country that we all live in, the  
beauty that surrounds us and the abundance that shows itself to us in so  
many ways.

There is so much in our lives that is worth appreciating. I've also noticed  
that the more you appreciate the things and people around you, then more  
of those appreciable things come into your experience. But if you complain  
a great deal, then more things show up in your life for you to complain  
about.

Therefore, I have an experiment for you. Even if you are reasonably happy  
in yourself, and especially if you are not, this could be a great experience for  
you.

Follow the guidelines below for 30 days and watch what happens.

1. Whenever you find yourself grumbling or thinking a negative thought,  
stop, and turn your attention to something you really appreciate. So  
what sorts of things can you appreciate? Let's see: flowers, birds  
singing, having a glorious shower when you have come in from a long,  
sweaty or dusty day, air-conditioning when it's really boiling outside, a  
lovely fire in the grate when its nippy, chocolate, a big piece of cold ripe  
watermelon when you are hot and thirsty, a child giving you a butterfly  
kiss on the cheek, a full moon, the smell of a brand new car, the sight of  
a chipmunk running across the road with his little tail held upright, the  
soft downy feel of a kitten, having that special someone hold you when  
you are feeling vulnerable, a five-hanky movie, a really good chick-flick,  
having someone say 'good job' to you. The list can be virtually endless.
2. Start a journal, and every day write down at least two things or people  
you really appreciate and why you appreciate them.
3. If your negative mood is persisting, read your journal.

I am willing to bet that if you faithfully follow this simple program for 30 days,  
you will discover some wonderful changes in your life.

And that's my last word on the subject