



GN Notes

A Publication of Guelph Women in Networking

Communication Connection Comraderie

Volume 10-11 Issue 01, September 2010

MIND MAPPING An Organizational Thinking Tool



Mind Mapping is an organizational thinking tool developed by Mind Mapping guru - Tony Buzan. Use his technique to plan, decide, organize, note-take, problem solve, think clearly, concentrate, recall, manage time, communicate and increase creative intelligence. With this tool in hand, forgetfulness and disorganization can become past habits replaced by focus, clarity and order.

Elaine Elias is an entrepreneur who sells the wellness product lines of Aromatherapy oils and Emu oil and has created a small business based on her lifelong interests in the benefit of plant and other oils. She is an author, enjoys photography, reading, traveling, the subjects of geology, astronomy and ecology, and is an avid learner. Lately, Elaine has delved into the multiple impacts of nutrition and societal factors on our long-term well-being. For the past six years, she has derived much joy from teaching English to students in Europe and is currently a member of the Cambridge Chamber of Commerce and the city's Toastmaster's club.

We all carry a huge library in our heads. With Mind Mapping we provide ourselves a doorway into a phenomenal data retrieval and access system, tapping into its existing organization, storage and classification. The larger the library the easier the retrieval as new information merges with previous knowledge, creating data expansion and adding additional access points.

Along with Stefan, her husband, Elaine works on their farm raising organic greenhouse and garden vegetables, fruits and herbs, ultimately preserving these products for her pantry or sharing the bounty with family, friends and neighbours.

Building our Creative Intelligence allows the formulation of new ideas and problem solving with originality. A Mind Mapper will distinguish themselves in terms of their imagination, behaviour and productivity. Latch onto this fascinating and immensely useful technique to empower all areas of your life.

Visit the GWIN website at www.gwin.ca to book for the October, 2010 meeting

Vision without action is a daydream.
Action without vision is a nightmare.
- Japanese Proverb

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 dinner. Thank you

Join Us

For an Evening with
Elaine Elias
Tuesday, October 5, 2010

Location:

Guelph Country Club
133 Woodlawn Road East

Visit our website at
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

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 Sharlyn Graham

Here we are at the beginning of another exciting GWIN year and it is with great enthusiasm that I step into the role of President. I am so excited to be part of such a dynamic and energetic executive team who are truly dedicated to GWIN and its membership. As I prepared for my first meeting in this role, I reflected on my reasons for joining this group only a few years ago.

When I was introduced to GWIN, I had been looking for an opportunity to meet other women at various stages of building their businesses. I was hoping to find not only a source of support and advice from other like minded individuals but also a setting to network and promote my own business.

My experience with GWIN has provided me with that and so much more. I am now part of a group of strong professional women who I can turn to as mentors, should I need advice or guidance during the course of operating my business. I also have a venue where I can grow and develop both as an individual as well as a business owner. When I look through our membership, I see a diverse collection of businesses that represent a tremendous resource for me personally as well as for my clients. Our meetings provide learning opportunities while also allowing us to continue to build our relationships with each other. We all know that strong relationships are the cornerstone of any successful business.

On that note, our focus this year is to work to promote GWIN and its membership more extensively with the hope of drawing further attention to all the wonderful products and services we each offer, while also increasing our membership. That promotion starts from within. I urge you all to look closely at our membership and think about ways that you can each get to know the businesses within our group better. Be creative and ask each other how you can help. I have always believed that our businesses will be stronger and more successful if we work as a collective team and help each other more readily.

If we all work towards building upon this wonderful group that we have, we in turn will benefit immensely from its success. I am so very proud to be part of GWIN and I am eager to see how much we can accomplish this year!

BUSINESS BIOS ...



Many of you know me as the bag lady, since I collect the outer layer of milk bags that are made into mats for the people in Haiti or Africa to sleep on, or the stuffed toy lady or even the pajama lady. I collect these items to be given out at Christmas to our local Charities.

Today, I would like to share my own business with you.

Did You Know?

Our electricity usage has increased by 60% since 1985 & is expected to grow an additional 45% by 2030. With this in mind, the price of per kilowatt hour has increased from an average of 2 cents to over 10 cents in some parts of the country. For decades to come, our energy costs are going to keep increasing.

Our homes & businesses are filled with electronic devices that generate "electronic noises" that are harmful to these very same devices. This wasteful electronic noise drains more wattage than it uses.

In our homes we have hundreds of power surges & spikes on a daily basis. These spikes & surges shorten the lifespan of your appliances & electronic equipment.

Power Surges & Spikes

Many of the appliances in your home have motors, such as refrigerators, freezers, washers & dryers, dishwashers, ceiling fans, air conditioners, furnace motors, pool pumps, vacuum cleaners, computers, security systems, TV's, just to mention a few. All of these appliances are designed to operate most efficiently when operating at full capacity.

One of the most important features of the PowerworxE3 is the ability to protect your entire home against power surges & spikes. By having a PowerworxE3 installed on your breaker fuse panel, you can rest assured that everything will be protected. In the event of a massive power surge like lightning, or when your power comes back on due to power outages, the unit will sacrifice itself in to order to protect your home or office equipment.

Electrical Noise (Harmonics)

Our homes & businesses are filled with electronic devices that generate noise. It's this that is responsible for the noise that you hear in your home including hums from ceiling fans, fridges, and florescent lights or the "snow" you see when a TV produces a weak signal. Just imagine how much noise is coming from everything else in your home that you can't see or hear. What you also can't see or hear is the damage this noise does to switching power supplies which in turn causes premature failure.

The PowerworxE3 is designed to filter these electrical noises as known as harmonic hums and high frequency currents from your electrical

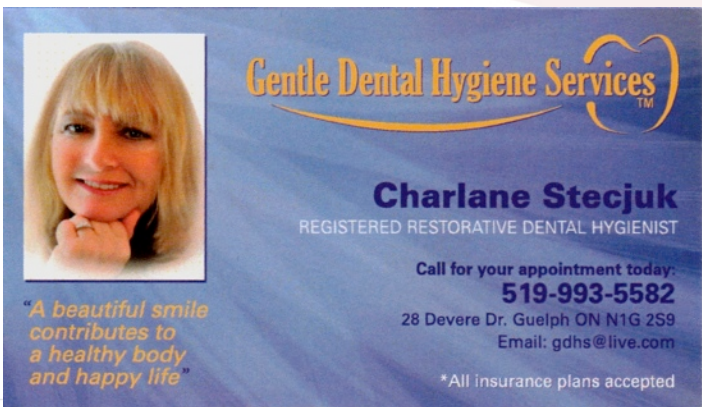
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A Terrific Benefit of GWIN Membership — Business Bios

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 October, November, January & February.

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 wendy@keepintouchstudio.com and then get your bio printed in the newsletter too!



Gentle Dental Hygiene Services
Charlane Stecjuk
 REGISTERED RESTORATIVE DENTAL HYGIENIST
 Call for your appointment today:
519-993-5582
 28 Devere Dr. Guelph ON N1G 2S9
 Email: gdhs@live.com
 *All insurance plans accepted

"A beautiful smile contributes to a healthy body and happy life"

BUSINESS BIOS CONT ...

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environment. By reducing the electrical noise, the unit helps protect the switching power supplies, helping prevent premature failure and prolonging the life of your appliances & electronics.

Power Factor

When your appliances are not working at full capacity they pull more energy than they use, wasting the difference. The average home today operates at a power factor of .77. That means 23% of the electricity being delivered to our homes is being wasted by motorized appliances working at less than capacity.

The PowerworxE3 increases the power factor to .97 or .98, therefore increasing the effective use of your electricity and lowering your usage. When the unit increases the efficiency of electrical use in your home, it lowers power consumption waste,

First, you can feel good as you are being more "green" and conserving our planet's valuable resources. Second, you can see the benefits of increased electrical efficiency in a lower hydro bill.

Warranty

The PowerworxE3 has a 10 year unconditional warranty which means if for any reason the unit sacrifices itself, Continental Power will replace the unit at NO cost to you, as long as a licensed electrician has hooked up the unit for you. The other benefit to having a PowerworxE3 hooked up to your residence, is the fact that when you move you can take the PowerworxE3 with you. In addition, a \$25,000 Warranty on the home owner's appliances and electronics applies to the residential PowerworxE3.

Please visit my web site.

www.jamieson.continentalpowerworx.com for more information or contact Penny at 519-848-2561 or e-mail

penny@freshairliving.com

Penny Jamieson

Pure Wave



Above: At our welcoming desk in September, we welcome back Deb D'Antonio as our Treasurer, and our new Communications Coordinator, Kim Baseggio.

ARTICLES

Kim Baseggio The Cooperators

October is Breast Cancer Awareness Month

The cancer society has named October as Breast cancer awareness month. I think it is our job as a women to have EACH month as women's illness awareness month. It is recommended at age of 50 to have a mammogram every two years as it could save your life. I think we should be more proactive at any age, whether you are 10 or 80 I think we should be taking the necessary steps to protect ourselves, educate our women on the risks of any critical illness and support each other.

As a business owner it is important to cover your risks, all risks. It is mandatory to have house insurance and car insurance but why not other insurance? You insure your home and how many homes around you burned down? If you looked in one area, how many people have gotten sick and possibly died? Most people end up insuring their bank money and not their own. For example, your mortgage or car loan. We forget or do not want to think about insuring ourselves. We are business women, we are our money makers. If we are injured or too sick to work, we do not make money. Who will look after you? Who will pay your bills? Not too many friends of mine would be able to afford to pay my bills and theirs. Can your family or friends afford yours? Can they afford time away from their families to care for you when you are sick? Who will look after your business? Most of us would say that for a short period of time we would make do, but for the long term?

When a business owner goes on vacation, the bills don't. Illness insurance is protection for your income and for your business. It provides money so you can concentrate on getting well and perhaps pay someone to run your business. Everyone is an individual and would use money for a variety of things. If the business needs to be sold, it is easier to sell a business that has no debt than one with a lot of red ink. As a business owner we sometimes don't think about the "what ifs." As medical advances continue, we are being kept alive longer, but at what cost? Did you know that some medications are not covered by our OHIP? If you had to pay \$2,000 a month for a medication that was going to offer you the chance to live or die, what would you do if you did not have \$2,000? Statistics have shown dramatic increases in surviving critical illnesses. 67% of women who develop cancer will survive.

If you asked someone who had or has a critical illness what would they say? "I didn't think it would happen to me." No, no one does.

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 will be 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

ARTICLES CONTINUED

Marilyn Kleiber
Life Force Coach

I was recently sent this delightful story of a true entrepreneur!

A Well-Planned Retirement

Outside England 's Bristol Zoo there is a parking lot for 150 cars and 8 buses. For 25 years, its parking fees were managed by a very pleasant attendant.....

The fees for cars (\$1.40), for buses (about \$7).

Then, one day, after 25 solid years of never missing a day of work, he just didn't show up; so the zoo management called the city council and asked it to send them another parking agent.

The council did some research and replied that the parking lot was the zoo's own responsibility. The zoo advised the council that the attendant was a city employee. The city council responded that the lot attendant had never been on the city payroll.

Meanwhile, sitting in his villa somewhere on the coast of Spain or France or Italy is a man who'd apparently had a ticket machine installed completely on his own and then had simply begun to show up every day, commencing to collect and keep the parking fees, estimated at about \$560 per day -- for 25 years. Assuming 7 days a week, this amounts to just over \$7 million dollars and no one even knows his name.



Above: A trio of animals? or are they animal lovers? Paula Clarke of Ocean Bottega, Julie Hurren of Auto Clinic and Marilyn Kleiber of Life Force Coach, compare their animal presence!

Below: Celia Desir of Faithlife Financial and Elsa Stolfi of Investors Group, discuss networking.



Left Top: Bonnie Deschenes of Bonnie Deschenes Designs explains the benefits of belonging to GWIN to our newest member, Josee Ottenbrite of Royal LePage Royal City Realty.

Left Bottom: Maria Dy of The PerFitU and Julie Hurren of Auto Clinic enjoy a pre-dinner refreshment.



In politics, if you want anything said, ask a man. If you want anything done, ask a woman.

-Margaret Thatcher-

I have yet to hear a man ask for advice on how to combine marriage and a career.

-Gloria Steinem-

The phrase "working mother" is redundant.

-Jane Sellman-

Every time I close the door on reality, it comes in through the windows.

-Jennifer Unlimited-

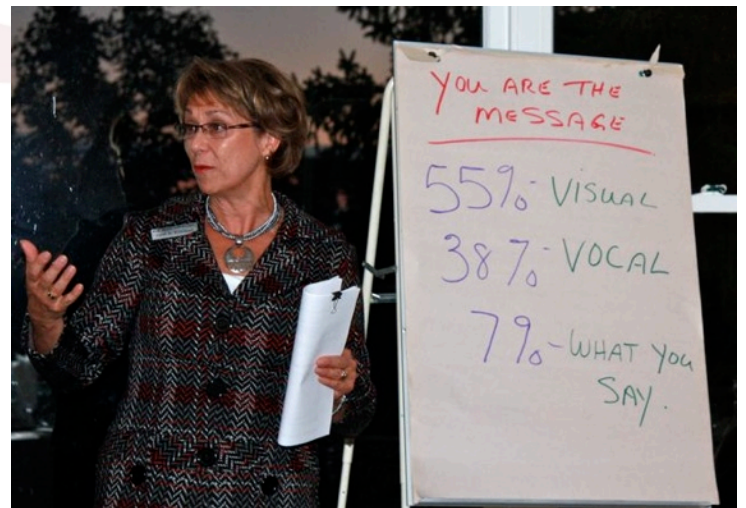


Above: Julie Hurren of Auto Clinic (again? - gosh she gets around) has Clare Mackew of RBC Dominion Securities in stitches.

Below: Laurie Scott of Usana Health Sciences and Rose Parr of Rose Parr Personal Training discuss being back at a GWIN function.



Sharlyn Graham, President of GWIN presents a cheque to Diane Nelson of Habitat for Humanity, Women Build. The cheque is the result of GWIN's fundraising Golf Tournament, and Habitat for Humanity, Women Build was our chosen recipient this year.



Above: Our Speaker Carol Robichaud of KCR Image Consulting delivers a startling message about how we are perceived by others.

Below: Carol Robichaud is thanked by President Sharlyn Graham for her eye-opening talk about how we present ourselves.



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



Guelph Women in Networking

Next Event ...

Check the Website

Date: **Tuesday, November 2, 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 October 6, 2010 at
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

OUR SPECIAL THANKS ...

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

Wendy Owens - Keep In Touch Studio
Kim Baseggio - The Cooperators
Bonnie Deschenes - Bonnie Deschenes Designs
Lisa Ivaldi - Workshops & Events

As you all may know, when all our wonderful members bring items for our 50/50 draw, it helps us raise additional funds for our annual Scholarship Award. Best of all, you as members get a thank you and another advertisement for your business. How great is that?

Feelings of worth can flourish only in an atmosphere where individual differences are appreciated, mistakes are tolerated, communication is open, and rules are flexible - the kind of atmosphere that is found in a nurturing family.

- Virginia Satir

The Last Word - The Editor

FEELING GOOD

What is so wrong about feeling good? Just think about it. When you feel good about something, don't you just know it is the best thing for you to do? When you feel good, don't you accomplish more and enjoy more? Don't you feel more energised?

Life is genuinely designed to be fun. The clue to whether or not we are moving forward is truly in the way we feel each day, because I am convinced that the purpose of life is joy! I also know I cannot be of help to any other human being unless I am feeling good. The better I feel, the more good I can do in the world.

The better we feel, the bigger the challenges we take on and therefore the greater rewards. The better we feel, the nicer we are to be around, and so we attract people to us that are like minded. Even those who are not feeling that good can have their spirits up-lifted by someone who is. When someone smiles at you in the street, don't you feel a little more cheerful?

Being in a great mood, or simply feeling happy is great for our health. A happy person's immune system is stronger, and therefore they are in a much better position to deflect disease.

So, if feeling good is so good for us, here are a few things to consider the next time we're hit with a challenge or a loss or a frustration:

1. Ask yourself what you are feeling, and if it's not so good, then look for something in the situation to feel good about. (not always easy, we admit)
2. Think about the possible insight you are learning from the situation.
3. Realise that the situation has probably clarified what you do not want in your life, and this is the perfect opportunity to decide what you do want.

To have a life that truly is fun to live, try to find the best in every situation. You'll be glad you did, and those around you will also be glad you did.

One of my favourite quotes is by Mavis Lehrer, 88 years young:

"Life's journey is not to arrive at the grave safely, in a well preserved body, but rather to skid in sideways, totally worn out, shouting "Holy shit, what a ride!"

And that's my last word on the subject!

C-Notes