



Communication Connection Comraderie

# GNMates

A Publication of Guelph Women in Networking

Volume 10-11 Issue 08, April 2011

## GWIN MEMBER ONLY EVENT ANNUAL GENERAL MEETING

This evening is your opportunity to think about other ways in which you can benefit from your GWIN membership. We'll be voting in a new executive. Are you interested in joining? Take an active role in our Executive, and help to continue to steer our organization in a positive direction.

Maybe you're thinking to yourself, I don't have what it takes to fill one of these positions. If these are your thoughts, don't hesitate! Consider an executive position now!

Spending time on our team will foster the development of the skills that you think you are lacking. Other amazing benefits of being on the executive include:

- Meeting the membership more easily
- Being in a very visual position: the membership will more easily know YOU and your business
- Helping to foster the growth of other businesses
- Have an active voice and role in the work that GWIN does

Come out and vote for you new Executive and help choose your favourite charity to be sponsored for our Annual Golf Tournament and Silent Action coming in July! 10 % of the proceeds from the tournament will be donated to one of these charities.

Michael House

Guelph Wellington Women in Crisis

Habitat for Humanity Wellington – Women Build

Canadian Cancer Society – Breast Cancer

KAWDA – an organization supported by Kelly Hadfield our 2009 Scholarship winner – a rural Ghanaian non-profit organization called KAWDA, which runs programs on women empowerment, emancipation and development in rural communities, as well as HIV/AIDS support programs

Visit the GWIN website at [www.gwin.ca](http://www.gwin.ca) to book for the May 2011 meeting

"We are never more discontented with others than when we are discontented with ourselves."

- Henri Frederic Amiel

"Hold fast to dreams, for if dreams die, life is a broken-winged bird that cannot fly."

- Langston Hughes

### 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 the GWIN Annual  
General Meeting ...  
Members Only Event  
Tuesday, May 3, 2011**

Location:

**Guelph Country Club  
133 Woodlawn Road East**

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

Cost: \$30.00 for Members

Time: Doors open for Networking at 5:30 p.m. Dinner and Speakers are from 6:00 p.m. Annual General Meeting to follow

**Registration is required**

### 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

I hope all of you enjoyed the insights provided by our speaker Kelly Ann McKnight at the recent meeting as much as I did. It is so wonderful to find women who are willing to share their great expertise and knowledge with GWIN. The topic was relevant to all of us as we are all spokeswomen for our businesses and while we might not all do formal presentations, we are always engaging others in an effort to educate them about what we do.

Personally, I have found speaking in public to be a challenge. My fears hinder the enjoyment of the speaking opportunity and I struggle at times to show my true personality. I have found myself rushing through a topic I love, just to get out of the spotlight. I just can't seem to get comfortable with the idea. Although I think I will always feel somewhat nervous, Kelly Ann has changed how I will approach speaking in the future. Her tips were practical and easily integrated into any presentation preparation. I particularly benefited from the adult learning principles and addressing the purpose, process and payback in the first five minutes of my presentation. I realized that when preparing with these principles in mind, it will be far easier to create something that will interest and engage my audience. Kelly Ann has given us the tools to be better prepared for our audience and that in turn will lead to better presentations and hopefully leave us all feeling a little more at ease with the idea. So, get out there and offer up your expertise to the community. We all have great information to share and our businesses can greatly benefit from the exposure.

On another note, I would like to invite all members to attend our upcoming AGM. It is a great opportunity to hear about the many initiatives the Executive team has poured their efforts into this year on the behalf of the membership. I am so honoured to be working with these fantastic women and I hope you will attend and thank them for their efforts to date.

We have a few Executive positions opening in September and I invite you to consider running for a position on the GWIN Executive. It is a great opportunity to learn new skills and be involved in the future direction of GWIN.

"Risk! Risk anything! Care no more for the opinions of others, for those voices. Do the hardest thing on earth for you. Act for yourself. Face the truth."

-- Katherine Mansfield, author

### 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 June, September and October, 2011.

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](mailto:wendy@keepintouchstudio.com) and then get your bio printed in the newsletter too!

## BUSINESS BIOS ...



My name is Paula Clarke and many of you know me for my lovely pillows. Tonight I'd like to tell you about the range of design services that I offer beyond pillows. I'd also like to take a moment to thank GWIN and all of you for helping to make my past

year so successful. I've benefitted from Denise's (Cornfield Furlong) expert coaching and enjoyed everyone's positive feedback, support, friendship and your business, so thank you all!

This past year I completed a number of projects from logo work, design consulting and interior design to maintaining an online shop. You might think that sounds diverse but every project shares the same qualities; functionality, cohesiveness, and expressing a pleasing point of view.

The common denominator in my success has been my relationship with my clients. Listening, listening, and listening, flexibility and creativity, and my attention to detail have been the hallmarks of these wonderful opportunities. My job is to bring to light the uniqueness that lies within each client in fun and easy ways bringing to the forefront a client or a room's inherent best qualities. What I love so much about the process is that every logo, every design, every room is a visual reflection of this wonderful collaboration and a treat of design that is innovative, delightful and personal to my clients.

One of the ways I help people is to provide them with the knowledge and tools they need to realize their vision. That may be through articulating an idea, creating a plan, drafting a budget, sourcing materials and trades, and overseeing the project. An example of this is a check list I provide to help people determine when they should do a project themselves or have someone else do it, a big question with so much DIY (Do It Yourself) going on around us.

You can email me for your own copy at [paularclarke@hotmail.com](mailto:paularclarke@hotmail.com). There are two sections and if you agree with most of the first section you know you're in a good position to take on the project.\* If you agree with most of the second section, bring in the help.\* What is important is that you're making this decision consciously, confidently and with out any one else's bias.

At the bottom you'll see important qualities a Designer brings to the table.\* If you agree with these statements you know you've got a great Designer who's easy to work with and has your best interests at heart.

You'll find my Design services are available in a number of ways. A one hour consult is complimentary, more detailed consultations and small one time projects can be billed at an hourly rate. Other projects may be more suitable to a capped fee. And still other projects can be done on retainer where you have the opportunity to budget for the project over time and purchase bulk hours at a preferred rate while I work on your project.

I'm always happy to answer your questions and would be delighted to do business with you. So thank you all for your time.

Paula  
Ocean Bottega Designs

### Actual notes from various hospital charts:

- Rectal examination revealed a normal size thyroid.
- She stated that she had been constipated for most of her life, until she got a divorce.
- Patient has two teenage children, but no other abnormalities
- I saw your patient today, who is still under our car for physical therapy

**Gentle Dental Hygiene Services™**

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Email: gdhs@live.com

\*All insurance plans accepted

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

## BUSINESS BIOS CONT.....

After 25 years in business you learn a few things. The Auto Clinic services all years, makes and models. The biggest piece of advice is how we as drivers value car maintenance, budget for car maintenance and are willing to establish a good relationship with those who help make decision around car maintenance and repairs.



We do all this for all our clientele. We believe in the products that we sell. The parts hold good value for your money and have great warranties.

Drive with a positive attitude towards car maintenance. Develop good driving habits. Stay off the brake pedal, drive the speed limit, lighten the load, and get educated about simple maintenances that can save you money down the road

Proper tire pressure alone can save you up to 15% on fuel, while replacing a clogged air filter can save up to 10%. Investing in quality affordable parts will make the repairs last longer.

This takes a bit of money, so decide what you can afford and put aside the dollars to proceed. We recommend for example, on a vehicle with 70,000km that is about 5 years old; to tuck away \$100-150 per month. This should cover costs over time, such as tires, regular maintenance items and everyday wear and tear (like brakes).

Need more advice? Come out to our Ladies Car Care Clinic this May 19<sup>th</sup>. See our website for details

Julie Hurren

[www.autoclinic.mechanicnet.com](http://www.autoclinic.mechanicnet.com)



I am Rose Parr, owner of Wellington Wellness. Wellington Wellness offers Personal and Corporate Health and Fitness Training. In 1987 I graduated from the Nutrition and Risk Management Diploma program at Kemptville College of Agricultural Technology, a satellite site of the University of Guelph. I have been upgrading my education ever since.

I am a certified Personal Trainer, a Mind Body Specialist, Reiki Level 1 Practitioner, Nutrition and Wellness Consultant, Arthritis Land Instructor, Older Adult Specialist, Registered Nutritional Product Advisor and Resist A Ball Specialist. I have studied meditation both personally and through several courses and workshops. I believe in treating the whole package - Mind, Mouth and Muscle.

Teaching people how to lift weight to lose weight is my specialty

because Muscle burns Fat. Dumbbells, therapy bands, medicine balls, you name it. I educate my clients so they can work out anywhere, anytime with whatever they have. In my private studio I also have a wide variety of equipment to accommodate all fitness levels and interests. My clients are always learning something new. There is more information available at [roseparr.com](http://roseparr.com). In addition to Personal Training and Nutrition Counselling, Wellington Wellness offers Workplace Lunch'n Learn programs.

I have 4 healthy teenagers aged 15, 15, 16 and 18 and have just celebrated my 20<sup>th</sup> wedding anniversary with my husband David Parr. Your initial 30 minute consultation is offered at no charge. Please contact me if I can be of help to you.

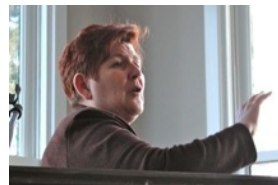
Rose Parr

Wellington Wellness

[rose@roseparrpersonaltraining.ca](mailto:rose@roseparrpersonaltraining.ca)

I am a Mentor. I can already hear the question, "What exactly does a Mentor do?"

Imagine you are on your way to London, and you have a roadmap and a GPS, and you're in the middle of a blizzard. You realise you cannot read the road signs and that darn woman on the GPS is insisting you should have turned off at the last intersection. What intersection? Along comes your mentor. I clean off the road signs so that you can read them and now you are back on the correct path again.



Now imagine you have a very important meeting, but your mirror is so badly fogged up you cannot tell if your makeup is on correctly, if your hair looks good and how that suit looks on you. Mentor to the rescue. I whip out my bottle of Windex and clean off the mirror, and now you can see clearly who you are and you feel good and ready to go out to conquer your world.

Perhaps you can see yourself sailing a boat, bound for an intended destination of financial abundance. But something is wrong with the tiller because the boat keeps going around and around in circles. Your sails aren't properly set and supplies are running low. Mentor Woman arrives. I quickly hail a clean comfortable yacht, help you aboard, tell the crew where you want to go, and I see you on your way. Back on track and headed in the right direction, you can finally relax.

My expertise in mentoring comes from my very diverse background. I've had a number of very successful careers, from selling media, managing companies, writing both fiction and non-fiction, film making, travel wholesaling, and have also been in the tourist industry, in training and sales and management.

It is all of this that helps me to see where you want to go, to have the ability to show you how to clear the way, and set you on the most beneficial path.

My company name says it all. Life Force --- the potential that drives us all

Marilyn Kleiber

### More Actual notes from various hospital charts:

- The patient refused an autopsy.
- Patient has left white blood cells at another hospital.
- She has no rigors or shaking chills, but her husband states she was very hot in bed last night.
- Discharge status: Alive but without permission.
- Healthy appearing decrepit 69-year old male, mentally alert but forgetful.

## GREAT NEWS .....

### GWIN EXPO and TRADE SHOW April 29th, 2011

As you all know, Guelph Women In Networking is celebrating its 30th Anniversary! We are celebrating this milestone in style by hosting our first Trade Show and Expo on April 29, 2011.

Celebrate GWIN's 30th Anniversary by exhibiting or attending this fantastic show in support of Women in Business in Guelph April 29th from 2-8 pm at the Best Western, Guelph, corner of Gordon and Stone Rd.

Come and Listen to our wonderful speakers, shop and network

2:30 pm – Angela Laurysen – **Social Networking**

3:30 pm – Stacey Aarssen – **Mind Over Money**

4:30 pm – Wendy Cooper – **Balancing Work and Family**

5:30 pm – Kristel Manes – **New to Business Tips**

6:30 pm – Denise Cornfield-Furlong – **How to Increase Profits**

7:30 pm – Lois Raats – **Promoting Your Business**

For more information:

Email us: [inquiries@gwin.ca](mailto:inquiries@gwin.ca)

Call us: 519 827 4946



Doing a Business Bio? Take advantage of the opportunity to have a 1/2 display table as well, just like Julie Hurren of the Auto Clinic above, and Rose Parr of Wellington Wellness below:



Two more table displays: Above is Cathy Kelly of C.K. Coverings and on the left is Wendy Owens of Keep In Touch Studio



## OUR SPECIAL THANKS ...

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

Kim Baseggio - The Cooperators  
Lisa Ivaldi - Events & Workshops  
Maria Dy - The Perfit U Stuo  
Charlane Stecjuk - Gentle Dental Hygeine Services  
Cathy Kelly - CK Covering  
Rose Parr - Wellington Wellness  
Laurie Scott - Usana Health Services  
Colleen Hunter - Hunter's Helping Hand Inc.  
Julie Hurren - Auto Clinic

## ARTICLES

**Lisa Ivaldi**

### **Workshop Facilitation & Event Coordination**

Planning a Business Event or Meeting:

Whether you are planning a conference call, an in person meeting for a few people, or a large event, the basics are mostly the same.

Setting a date and time:

- Check the calendar to make sure your date doesn't fall on a holiday that will prevent people from attending i.e. Family Day, Religious Holiday
- Make sure there are no other local competing events on the same date, i.e. don't have your Guelph business event on the same night as a GWIN or Chamber of Commerce event - you will lose people who may have otherwise attended

Picking a venue:

- Once you have a date picked, you can choose a venue
- Check for specifics like free parking, size of room, cancellation information, number of chairs and tables available, cost of AV equipment if available
- Try and see the room before you sign a contract - sometimes venues estimate more people can fit in a room than is comfortable for your event
- Make sure you understand the cancellation policy and the catering policy - you don't want to be left on the hook for food that you will not be using - there is usually a set date that you must provide your final number by
- If you are arranging an online or telephone meeting, make sure you do a test run before the event - you will lose people if they have to wait while you figure out how things work

Entertainment or Speakers:

- Determine the purpose of your meeting or event and find appropriate entertainment or speakers
- If possible, ask for speaker references or hear them speak before you engage them
- If you are facilitating the meeting, plan out an agenda and share it with the participants at the beginning of the meeting, arrive early and test out your AV equipment, bring back-ups for everything - laptop, memory stick, hard copy of slides in case the power goes out

Food and Refreshments:

- If you are having an in-person meeting, make sure you have appropriate refreshments i.e. coffee, tea, and water for a morning meeting
- If your event includes a meal, make sure you ask participants for any special dietary requirements and let the venue or caterer know in advance

Marketing:

- Encourage all participants and all your contacts to pass the event information on to their networks
- Use social networking to advertise i.e. LinkedIn, Facebook, Twitter
- Use email to get the word out
- Network - have professional marketing materials made up and hand them out everywhere you go - you can easily design your own for a very reasonable cost at VistaPrint.ca using their templates and uploading your logo

Registration:

- How are people going to register for your event?
- Online registration and payment - PayPal is easy to set up on existing websites and makes registration and payment easy for

## ARTICLES CONTINUED ...

Continued...

your participants

- There are services that offer phone and online registration for your events
- You can have at the door payment but it increases the possibility of no-shows

Event Day:

- Prepare a checklist of everything you need to bring and do on the day
- Enlist the help of volunteers by offering them free attendance
- Make sure you have sufficient signage for participants to find everything they need to find i.e. registration desk, break-out rooms
- Go over housekeeping items with participants at the beginning of the day i.e. location of washrooms, approximate times of breaks

Evaluations and Follow-Up:

- Have your participants evaluate the session - it's a great way to improve every time you put on an event
- Have a sign-up sheet where participants can ask to be advised of future events



Above: Barb Fischer, a new member and Charlane Stecjuk of Gentle Dental Hygiene Services register for the meeting.

Below: Colleen Hunter of Hunter's Helping Hand networks with Christine McCormack



# ARTICLES CONTINUED ...

**Josee Ottenbrite**  
**Royal Lepage/Royal City Realty**

## Porches and Patios: Optimize No Matter What Size

Spring has sprung, and the time to prepare your outdoor space has come. Whether you own a small porch, balcony, or a full-size patio, now is the time to get it ready for warmer weather and welcoming guests.

### Beautify a Balcony

A balcony can be transformed into a cozy oasis with little work, and little expense. Get the ground in shape for bare feet by covering it with outdoor carpeting or rattan mats. For low-cost comfort, choose a chair or lounge with weather resistant cushions and add a small table for placing books or drinks. For year-round greenery, buy a large synthetic tropical plant and use planters to add seasonal colour. Top it all off with an interesting bird feeder, a small water fountain, or some wind chimes for interest and relaxation.

### Personalize Porches

If front porches could speak, they should say "welcome". Choose simple furniture that is inviting and relaxing such as rocking chairs or compact swing gliders. Put one or two large planters or urns near the entrance to your porch or home to greet visitors and use them to make a statement with seasonal arrangements that reflect your personal style. Add colour with bright containers of flowers until spring colours emerge from the garden view. Complete your work of art with the one thing every porch needs... a welcome mat!

### Perk Up Patios

Patios are a place to escape from the bustle and activity of the home. To help you get a little closer to nature, consider adding an arbor over your patio. Attach climbing plants or vines around your arbor and scatter container plants of seasonal colour to soften your hardscape. Stepping stones angled away from your patio adds dimension, even in the smallest of areas. Add a birdbath or water fountain for tranquility and your patio haven becomes the ideal spot for relaxing solo or a serene backdrop for entertaining.

To spring ahead, think ahead. Start sprucing up your outdoors now and you'll extend your enjoyment right through to the warm, sunny days of summer.



Sharlyn Graham, GWIN President, thanks our speaker Kelly Anne McNight



Kelly Anne McNight provided GWIN members with some valuable and practical types about public speaking at our April meeting.

### An Amazing Advertising 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)

"Everything will change when your desire to move on exceeds your desire to hold on."

Alan Cohen

"Leaders encourage others to follow. They do not push, fix or blackmail."

Marilyn Kleiber

"You are the only problem you will ever have and you are the only solution."

Bob Proctor



## Guelph Women in Networking

### Next Event ...

#### Sales Dogs With Nicole Jansen

Date: Tuesday, June 7, 2011

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 May 4, 2011 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)



Josee Ottenbrite of Royal LePage Royal City Realty, enjoying her executive job as Treasurer.

### The Last Word - The Editor

#### A Simply Amazing Woman

I very recently attended the birthday party of Barbara, a woman I have known for years. I refer to her as Muver, because it is what her children called her when they were small and the 'th' sound was still difficult for them to get their tongues around.

This past week, Muver turned 80. Now outside, Muver may have resembled an aging woman - smaller, a little wrinkled and with white hair. But inside? ... Oh that's a completely different story.

Inside she is still a young, vital, fun-loving woman. The same woman who packed up three young children and as much of her household as she could manage, to follow her husband on the adventure of a lifetime, setting out from England for parts unknown.

Their adventures took them to many different countries, with many challenges but Barbara remained steadfast and cheerful through it all. At one time in her husband's life, someone mentioned to him that Barbara was a 'saint'. He replied, "Not a saint, an angel!".

With her optimistic attitude and sunny disposition, Muver has been loved by all those who have ever wandered into her orbit.

She finally got the opportunity to have a home and stability when the family arrived in Canada and decided to stay.

Then Muver discovered Tom Jones. Ah, what a love affair that was and still is. She and some staunch women friends would travel to many cities both in Canada and the US just to bask in the joy she felt at being near her idol. When she showed her husband the picture of Tom Jones kissing her, he was completely at ease with having his "angel" adored by someone else, as it seemed only right and natural that all should love her. He insisted she pin it up on the wall for all to see. He had no doubts about his 'angel'.

As her children left home, she turned one of their bedrooms into a Tom Jones shrine, where she could, whenever she entered the room, gaze upon her fantasy man.

At the party on her 80th birthday, Muver was the one who got up to do a karaoke version of 'What's New Pussycat' .... twice. She then followed up with a rousing rendition of 'These Boots Are Made for Walking'. She may be 80, but she is a woman, she is powerful and she is 29 at heart.

And for the GWIN newsletter, that's my last word on the subject.