



Communication Connection Comraderie

GNMates

A Publication of Guelph Women in Networking

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SALES DOGS

Nicole Jansen of SalesPartners



There are few people who can captivate both a small group of 5 and enthrall a large group of 3000 with a message that touches them all deeply. As a business owner and entrepreneur for over 20 years she has helped thousands of independent business owners and sales professionals earn millions of dollars. Her deep passion for helping others achieve success for themselves and their families is what has made her one of the most in-demand speakers in her region.

Her message is simple....that the road to financial freedom is paved with solid business development skills as well as the required personal development skills to win the "war between your ears". It is this "Little Voice" Mastery that has earned Nicole the reputation of getting incredible results from her clients and program participants in such a short period of time. Very few understand how to blend those skills together to create the magic that she creates for others.

Nicole understands business like very few, having spent over eight years guiding thousands of advisors, attorneys and clients through reassessment and litigation processes as well as extensive experience training thousands of direct sellers in their businesses.

In January 2008, Nicole partnered with Rich Dad Advisor and best-selling author

Blair Singer by becoming the first SalesPartner franchise owner in Toronto. She was attracted by the mission...which is "to improve the quality of life for everyone through the transformation of the marketplace". It is that mission that inspired Nicole to leverage her many years of business experience and unique strengths with SalesPartners' proprietary materials, processes and systems to make a greater impact on society, helping more people create the life they want both personally and professionally.

She has since coached and trained hundreds of business owners and entrepreneurs to achieve greater results in the areas of sales, team performance and profitability, including clients who have increased sales activity 500% in 5 months, increased profitability 25% within 2 months, and doubled revenue in 4 months, all within the context of a solid team culture and more empowering work environment.

Nicole is an incredible teacher, trainer and coach because her first love is that of learning herself and then teaching those lessons to others. She continues to act as a volunteer coach, leadership advisor, and trainer for various charitable organizations.

Visit the GWIN website at www.gwin.ca to book for the June 2011 meeting

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
Nicole Jansen
Tuesday, June 7, 2011**

Location:

**Guelph Country Club
133 Woodlawn Road East**

Visit our website at
www.gwin.ca

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

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

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

I would like to thank all of the members who came to our Annual General Meeting and participated in the voting process for the invited charities. One of our greatest accomplishments as a group is that we are able to support charitable organizations that provide to women in need. Our decision to invite the charities to speak was done so that you could hear directly of their needs and accomplishments and have a voice in where the GWIN funds will go this year. Remember that if you come across a charity that you feel benefits women, pass the information on to the Executive so they can be included in future votes.

It was wonderful to hear from Michael House, Canadian Cancer Society, Habitat for Humanity Women Build and Guelph Wellington Women In Crisis. Their presentations were informative and left me in awe and very proud of the wonderful women at work in our community for the greater benefit of women.

Michael House won the vote and as such they will receive 10% of the monies raised from the GWIN Golf Tournament in July. I would like to remind all of you that your participation in this event will most assuredly benefit women in need. Please join us in July and invite other women to join in the fun as well! A successful golf tournament will translate into valuable donation dollars for Michael House.

Over the next few months, the Presidential responsibilities will pass over to Carla Berquo. Carla has such a passion for GWIN. Her ideas, creativity and willingness to go beyond expectations will serve you well as your President. I also welcome the new Executive members who had the courage to step up and get involved. I look forward to all that the new faces will bring.

As I head towards the end of my time as President, I feel so thankful to have been involved with such a fantastic Executive. It has been a pleasure working with these capable women and we have done our best to ensure GWIN remains vibrant, interesting and enjoyable for you. I believe we are a strong group of fantastic business women and we can continue to build our business relationships and further promote our businesses in the community. I look forward to your active participation in the upcoming GWIN year and of course I will celebrate our continued success.

BUSINESS BIOS ...

As GWIN members know, May is always the month in which we hold our Annual General Meeting in order to elect members of the Executive for the following year. As such, Business Bios as suspended for this meeting, so unfortunately, you cannot eagerly read about any members' business this month. But stay tuned for June, because Business Bios will be back!

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 and then get your bio printed in the newsletter too!



Rosemarie Coombs of Michael House presented the wonderful work that Michael House performs in the community to the GWIN Membership, who voted Michael House as the charitable recipient of the portion of the proceeds from the Golf Tournament for 2011.

More of my favourite Goldwyn-isms:

"A verbal contract isn't worth the paper it's written on."
Samuel Goldwyn

"Any man who goes to a psychiatrist ought to have his head examined."
Samuel Goldwyn

"I don't want any yes-men around me. I want everybody to tell me the truth even if it costs them their job."
Samuel Goldwyn

Sun Dragon Press



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ARTICLES

Josee Ottenbrite
Royal LePage/Royal City Realty

Inside-Out: Creating a Great Outdoor Room with an Interior Sensibility

It's that time of year when Canadians retreat to the great outdoors to enjoy everyday activities like cooking, eating, and entertaining. Nowadays many homeowners are demanding more comfort and convenience when connecting with nature, and that's why "outdoor rooms" are growing in popularity. An outdoor room makes use of an exterior space such as a yard, deck, patio or balcony to extend the living area outside the home. Its purpose is to mix the luxury of indoor living with the fresh air, ambiance, and natural setting of the outdoors.

Whether you're creating a new outdoor room or simply updating an existing space, you may want to try and mirror your home's interior design, extending its comfort and aesthetic appeal to the outside. Think of the project as being two sides of the same door. A consistent design theme allows for a harmonious transition between the interior and exterior of your home and can even make your living space appear bigger. Achieve this flow by using similar colour schemes, flooring types, area rugs, and mats.

Heat, cooking facilities, seating, and lighting are just some of the indoor comforts you might consider bringing to your outdoor room. Start with a hearth product such as a fireplace, firepit or chimney as your focal point, and position your seating and cooking areas accordingly. For those who love to cook there are a variety of options available ranging from all season stainless steel BBQs to complete outdoor kitchens with dual burner cook top grills, refrigerator, and expansive counter space for food preparation. Check with your local municipality to determine what products are safe and allowable for your specific set-up.

When it comes to furniture and accessories, think outside the box. Instead of the standard table, umbrella, and patio chairs, consider things like coffee tables, settees, and sofas with stylish, stain and mildew-resistant fabrics. Many manufacturers build furniture and recreational products specifically designed to be used both inside and out, such as outdoor speakers, game tables, and cocktail bars. For added privacy and sound absorption use large potted plants, such as pyramidal cedars, to act as natural walls.



Josee Ottenbrite of Royal Le Page/Royal City Realty, our current Treasurer, and Kim Baseggio of The Cooperators, our current Membership Coordinator, are always on hand to welcome members and guests alike to the GWIN dinner meetings each month.



Lorraine Skarrett of the Canadian Cancer Society networks with Jessica St. Peter of Guelph Women in Crisis. Lorraine promoted the Cancer Society to the GWIN members.

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ARTICLES CONTINUED ...

Marilyn Kleiber Life Force

Advertising in the New Millennium

Way back when the world was young and consumers were relatively unsophisticated, advertising was so much simpler.

Even before newspapers, people advertised with simple signs, and/or with special marks on their handiwork which told the purchaser who had made the product. As options increased, so the did complexity.

Newspapers, magazines, radio and television came onto the scene, each one adding to the number of decisions facing an advertiser. Within each type of media a number of genres grew in astonishing proportions. We no longer have one major newspaper in a market. Nor is there one TV show, one magazine or one radio station that reaches everybody. Cable has brought even more options for both TV and Radio, and with the advent of Satellite radio, things changed even more.

We thought that was complicated and then the internet enveloped the world. It has completely changed our world and the way we do things. No longer do thousands of fingers march through the yellow pages, we google it instead. No longer do we send letters to the editor when we are annoyed, we tweet.

The printed newspaper is slowly going the way of the Dodo. But newspapers are not stupid. They saw the writing on the wall, and now you can have most newspapers downloaded automatically to your Kindle. (or whatever reader is your choice)

We rarely phone, we e-mail. When we do phone, we Skype so we can see our friends and relatives in glorious living colour, caught just out of bed, yawning, on our smart little cameras attached to our computers.

Thus the complications of advertising have multiplied immensely. No longer do we advertise in the classified sections of our local newspapers. Instead we eBay, or Kijiji or Craigslist our goods. Sometimes these sources are even better than garage sales.

For the serious advertiser the options are dizzying.

If we advertise in the printed newspaper, it won't reach the guy reading his paper on his Kindle. But you *can* advertise in the electronic version.

We can advertise on our own websites, but then the challenge is to get people to visit us. We could use Facebook, Facebook pages, LinkedIn, Twitter, Plaxo, or other social media, but the updating of all these sites is horrendously time-consuming. But wait, now there are sites where you can post to one and have all of them updated. Ah what blessed relief. However, we still have to draw people to our site in other ways such as Google ad words, SEO, Pay-per-click. OMG..and don't forget to make it available for the cell phone as well.

Do we still do shows and conventions as well? There are hundreds and hundreds of those.

Relax, there is a solution and here are the very basic guidelines you need to consider

1. Get help from a team: a good web implementer, a copywriter, a designer, a marketing person (who understands web marketing too). Plus get a good accountant and a lawyer to help you promote yourself most effectively.
2. You, however, are the guiding force, and it is *your* message your team will help deliver.

ARTICLES CONTINUED ...

3. Always keep in mind WIIFM (What's in it for me) from your customer's point of view.
4. Ask yourself some questions: Why do my current customers choose me? How can I get potentially new customers to like me, trust me and respect me?

So put your thinking cap on, poll all your current customers and ask potential customers what they are looking for.

Together with your team you will be able to come up with a consistent message in all of your printed and/or recorded messages. You can have that web presence, but one that compliments and expands your business, along with an effective and focussed advertising campaign.

Best of all, with this help, you can enjoy your business growing and prospering. How cool is that?

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. 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



Bonnie Deschenes of Bonnies Deschenes Stained Glass Designs, who is also our current Hospitality Coordinator, explains the 50/50 draw to Diane Nelson of Habitat for Humanity, Women Build. Diane explained the work that Habitat do, but asked for our physical support rather than financial at this time.



Above: Diane Nelson of Habitat for Humanity - Women Build networks with Rosemarie Coombs of Michael House and Colleen Hunter of Hunters Helping Hand.
 Below: Celia Desir of Faithlife Financial and Lisa Ivaldi of Workshop Facilitation and Event Coordination compare business experiences



Above: Laurie Scott of Usana Health Sciences and Landscape Magic pauses in her discussion with Corie Fisher of Coldwell Banker Neumann Realty when Corie gets summoned by her iPhone.
 Below: Sharon Bennett of Bennet Business Connections asks Charlane Stecjuk of Gentle Dental Hygiene Services about the GWIN Executive



Your New GWIN Executive for 2011-2012:

- From far left:
 Sharon Bennett - Public Relations
 Kim Baseggio - Membership,
 Josee Ottenbrite - Treasurer,
 Alana Cates - Vice President,
 Charlane Stecjuk - Secretary,
 Wendy Owens - Upcoming Programs,
 Paula Clarke - Communications,
 Linda Boyle - Hospitality,
 Carla Berquo - President.

"Our self image and our habits tend to go together. Change one and you will automatically change the other."
 Dr. Maxwell Maltz

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



Guelph Women in Networking

Next Event ...

6TH ANNUAL LADIES GOLF TOURNAMENT

Followed by Silent Auction & Dinner

Date: **Tuesday, July 5, 2011**

Location: **Springfield Golf & Country Club
2054 Gordon Street**

Cost: **\$80.00 Golf + Cart + Dinner
\$45.00 Dinner Only**

Time: **Registration begins at 12:30pm
Tee Off starts at 2:00pm, (Shotgun)
Entertainment & Snacks - 5:00pm
Dinner from 6:30pm**

Registration required!

Registration starts after June 8, 2011 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 ...

Kim Baseggio - The Cooperators
Lisa Ivaldi - Workshop Facilitation & Event Coordination
Laurie Scott - Usana Health Services
Bonnie Deschenes - Bonnie Deschenes Original Stained Glass
Sharlyn Graham - Life Uncluttered Home Staging & Redesign

GWIN 30th ANNIVERSARY EXPO & TRADE SHOW RECAP

GWIN celebrated its 30th anniversary with an Expo Trade Show on April 29, 2011. We had a diverse group of 47 vendors from within the GWIN membership and from outside business owners. Our 6 fantastic speakers shared their topic with attendees; some who said the tips they learned would be very useful. There was a steady flow of guests throughout the day, looking for networking opportunities, business connections, and of course, shopping too! The Expo committee would like to take this opportunity to thank everyone who participated and attended, and we hope to see everyone at our meeting on June 7, 2011.

Wendy Lynn Owens
Julie Hurren
Carla Berquo

Lisa Ivaldi
Maria Dy

The Last Word - The Editor

What is a Canadian?

You probably missed it in the local news, but there was a report that someone in Pakistan had advertised in a newspaper an offer of a reward to anyone who killed a Canadian - any Canadian..

An Australian dentist wrote the following editorial to help define what a Canadian is, so they would know one when they found one.

A Canadian can be English, or French, or Italian, Irish, German, Spanish, Polish, Russian or Greek. A Canadian can be Mexican, African, Indian, Chinese, Japanese, Korean, Australian, Iranian, Arab, Pakistani or Afghan.

A Canadian may also be a Cree, Metis, Mohawk, Blackfoot, Sioux, or one of the many other tribes known as native Canadians. A Canadian's religious beliefs range from Christian, Jewish, Buddhist, Muslim, Hindu or none. In fact, there are more Muslims in Canada than in Afghanistan. The key difference is that in Canada they are free to worship as each of them chooses. Whether they have a religion or no religion, each Canadian ultimately answers only to God, not to the government, or to armed thugs claiming to speak for the government and for God.

A Canadian lives in one of the most prosperous lands in the history of the world. The root of that prosperity can be found in the Charter of Rights and Freedoms which recognize the right of each person to the pursuit of happiness.

A Canadian is generous and Canadians have helped out just about every other nation in the world in their time of need, never asking a thing in return. Canadians welcome the best of everything, the best products, the best books, the best music, the best food, the best services and the best minds. But they also welcome the least - the oppressed, the outcast and the rejected.

These are the people who built Canada.

You can try to kill a Canadian if you must as other blood-thirsty tyrants in the world have tried but in doing so you could just be killing a relative or a neighbour. This is because Canadians are not a particular people from a particular place. They are the embodiment of the human spirit of freedom.

Everyone who holds to that spirit, everywhere, can be a Canadian.

And that's my last word on the subject.