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April 2011 Newsletter

Future Meetings **WBN presents**

May 13, 2011
 11:30 am
"When Your Name is on the Money Line"
 Dutch's Daughter

June 10, 2011
 8:00 am *"Constant Leadership: Boss or Role Model, It's a Big Job"*
 Dutch's Daughter

Little Things Make a Big Difference

Adding Positive Drama To Your Life

Our speaker is Suzanne Beal, a professor of English at Frederick Community College and adjunct professor at Hood College. She serves on the Board of Trustees for the Maryland Ensemble Theatre.

Breakfast April 8, 2011 8:00 - 9:30 am Dutch's Daughter

**Please RSVP by Friday, April 1.
 No refunds issued after that date.**

[WBN Registration Form](#)

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President's Message

Dramatic Change

On March 8, International Women's Day (IWD) was celebrated for the 100th time. Can you imagine the discussions in those 100 meetings?

We've instigated a lot of changes since 1911. In our country, our freedom and opportunities have expanded. We choose our own husbands (and make changes if we want), go where we wish (driving our own cars), manage our own finances and make our own health-care choices.

The same progress has not made it around the world. A recent USA Today supplement on "[Investing in Women and Girls](#)," contains some very thought-provoking and heart-warming information. Take time to

Public Relations[Jane Helm](#)**Special Events****Coordinator**[June Melvin](#)

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program.****Review the Program
Calendar above and be sure
to save the dates on your
calendar.****Fill out the [Registration
Form](#), send it in, and we'll
see you there!****Call Membership Chair Lori
Follmer with any questions****301-471-0923**

read some of it.

Shannon Galpin, with Mountain2Mountain said, " One woman on her own can change several lives. An army of committed women can change the world." WBN is a small army of increasingly successful women in Frederick County. We talked about change at our meeting this month. Next month, we focus on pulling positive drama into the changes and successes we plan. So allow me to be a bit dramatic.

Expand your thinking. Honor your privileges and opportunities. Think beyond a sale or project or promotion. As you go about your business this week, think about how you can change the world you touch.

Keep your eyes and heart open!!

Karen Justice, President

**Welcome to our newest members!
We appreciate you joining (or re-joining us!)
We look forward to a great year:**

**Victoria Barron, Ruth Beilobocky, Michele Daiger,
Janice Deluliis, Mary Ford Naill, Valerie Frank, Sharon
Hodges, Tish Honse, Christine Koontz, Rena Larkin,
Tina Lee, Melissa Lentz, Jennifer Matthaei, Janice
McGuffin, Janet Morrissey, Sue Oehmig, Faythe
Rippeon, Terri Rutter, Courtney Samuel, Susan
Schneider, Brenda Steinberg and Linda Ullom.**

March Meeting Re-Cap**Integrating Change with Minimal Pain
Presented by Patty Sheehan of Marketlink**

Ms. Sheehan began her presentation on Integrating Change by reminding us that we, as women, are already experts in change; we have babies, move households, and face never ending change in our work environments. Although there are some strategies that we can use to try to minimize the pain associated with change, it is never pain free. We must actually manage change. The steps she offered to do this are as follows:

- **Get out of your comfort zone and connect to**

positive energy

- **Consciously create a vision of your future**
 - **Recognize your fears**
 - **Find space to nurture a quiet mind**
 - **Develop your "Impartial Spectator"**
-
- **Recognize and Applaud your Progress**

Patti led us in exploring our vision of the future and the fears that hold us back. She suggested we look at what fears can be ignored, mitigated or transferred in order to lessen their power over us and move forward.

Finding space for our minds is important and can be created through yoga, meditation and reflection. Equally important is making space in our lives through asking ourselves what we are going to discontinue doing to make room for the new activities the changes will bring. Finally, acknowledging our progress through affirmations and internal communication will encourage and continue to motivate us.

The only thing that is constant is change. Accepting that, we need to manage and navigate through it. Using the steps recommended will help the pain to be minimized.

Marketing Summit Recap

Friday, March 11, 2011

by Amy Pujols

High Rock Studios provides graphic design, web development, video production and strategic marketing services. I attended their Summit in Hagerstown. Here are a few takeaways to assist you in promoting your business online:

- Simplicity = usability. Keep it simple.
- Become a resource for existing and potential businesses. Get on the radar and build trust.
- Keywords drive website contact. Build an initial set of keywords for your business and use them in your website. Research keywords using [Google's Keyword Tool](#).
- To Blog or Not to Blog? If you do blog, write consistently and use keywords.
Anatomy of a Good Blog:
 - Title
 - Description
 - Categories or tags
 - URL is tied to your domain name
 - Don't write novels
 - Repurpose content elsewhere on the web
 - Design and overall look and feel is like your website

- Ideally wrap your website navigation around your blog
- Taking Baby Steps with Social Media Marketing
 - Why Facebook, LinkedIn, Twitter, YouTube?
 - Connect with people, millions of people
 - Common interests
 - Foster relationships
- What is in your digital suitcase?
 - Digital camera
 - Video camera
 - Headshot - a good picture of yourself, reflection of you, your personality
- Social Media Marketing for the Rest of Us
 - Infotain your audience
 - Educate and share your expertise
 - Be an Open Networker

**Free Events, Special Offers, and Newsletters from
WBN Members**

Frederick County Government is always looking for individuals interested in volunteering on a board or commission. Applicants must be residents and registered voters of Frederick County.

[Click here for further information.](#)

**Your Living Well Newsletter by
Be's Home Staging and Redesign [Read it here](#)**

**Have some exciting business news to share?
Showcase it on the WBN Newsletter!**

Please send your information to [Amy Pujols](#), our Web/Newsletter committee chair. The Executive Committee will review your submissions and approve them for publication.

WBN's detailed guidelines for promotional newsletter submissions can be found at [Newsletter Submission Guidelines](#)

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