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Upcoming Events *WBN presents...*

Fourth Annual Steps to Success

October 7, 2011
Mentoring, Walk & Lunch
Delaplaine Center

[Click here for more info and to register!](#)

* * *

Membership Meeting

October 14, 2011
Breakfast
Dutch's Daughter
"Out of the Box PR"

[Click here to register!](#)

* * *

Membership Meeting

November 11, 2011
Lunch
Dutch's Daughter
"Electronic Marketing:
Technology Tips & Tricks"

[Click here to register!](#)

"What Will Drive Business for the Next Five Years?"

Technology's effect on communication, public relations, product orders, employment issues and more have changed the way business is conducted. Rapid changes in staffing requirements challenge both human resource departments and educational institutions. Markets are becoming so diversified and yet similar that marketing, production, and distribution decisions need frequent modification.



How do business leaders prepare for the next five years?

How do employees prepare to stay marketable?

What preparations are needed for operational flexibility and economic stability?

September 16, 2011

11:30 - 1:30

Dutch's Daughter

[Register Here](#)

R.S.V.P. by 9/8/11

\$25 members

\$30 non-members

WBN Officers & Directors

President
[Karen Justice](#)

Vice President/
Co-chair Programs
[Lisa DiSciullo](#)

Secretary/Treasurer
[Be Cranford](#)

Committee Chairs:

Electronic
Communication
open

President's Message

Being August

Making the right decision even when it's a really difficult decision - personally or professionally - is admirable. I know many people who've had to do that in the last few months. Yet, we've all observed national leaders who weren't very good at it.

"August"

It's not only the name of the month, it's a synonym for *imposing, impressive, grand, majestic, dignified, stately, noble and eminent*. It's an interesting time to consider the characteristics of those who make difficult decisions in the face of difficult consequences.

July was a hot month, in many ways.

Perhaps August will be more august.

Membership
[Lori Follmer](#)

Past President
[Janice Rockwell](#)

Programs
[Jeannie Fawley](#)

Public Relations
[Jane Helm](#)

**Special Events
Coordinator**
[June Melvin](#)

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Member Newsletters

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

**The 30 Second Elevator
Speech Revisited,
Upcoming Workshops &
My Latest Video Bloopers!**
Jeannine Morber
Morber Marketing Group
[Read it here](#)

Speak Up!

What would you like the Board and Program Committee of the Women's Business Network of Frederick to consider as we plan for 2012?

What would you like to learn or hear about at a WBN meeting in 2012?

We celebrate membership over lunch in January with some type of new year kick off program. We have lunch meetings in Feb, March, May, September and November. In April, June and October we gather for breakfast

Karen Justice
President

Welcome New Members

Judy Derrow - BB&T Bank

WBN Member Spotlight

Jeanette Eleff is a success coach, strategist and speaker with her business Focused Vitality. She loves her tag line "more success with less stress" and has been the creative queen of her own business for six years.

Jeanette is a registered nurse with over thirty years of healthcare experience. Many remember her as creating the Wellness Center and Occupational Health Services with Frederick Memorial Hospital. Jeanette was also a local cable television personality with her show Medically Speaking. In 1995 Jeanette and her golfing girlfriends started The Sunflower

Classic, the first all-women public fundraising golf tournament, which ran successfully for five years. She was president of Pro-Net, one of the original women networking groups in Frederick. In addition, she served as the first Public Information Officer for The City of Frederick. Jeanette is the Executive Director for a non-profit she founded with Phil Heffler, Catocin Charities, where they provide entertaining events to raise money for good causes.

Jeanette obtained an MBA from Mount Saint Mary's University and received her designation as a Certified Professional Co-Active Coach with The Coaches Training Institute. Jeanette is a graduate of Leadership Frederick and active in the Frederick Chamber of Commerce, Carroll Creek Toastmasters Club and the Women's Giving Circle of Frederick. She has been a WBN member for two years and was one of the life coaches during the Steps to Success program. Jeanette is also an author in the book The Spirit of Women Entrepreneurs.

For fun and relaxation, Jeanette can be seen on the golf course, riding her bicycle, or working in her garden fighting with the weeds. She feels that her biggest athletic accomplishment is riding her bike from her front door in Frederick to Pittsburgh, PA - 295 miles. This August will be her sixth time doing this. Jeanette loves spending quality time with her two dogs, two cats, two parrots and one boyfriend Phil.



WBN Member News

Jeannine Morber, owner of Morber Marketing Group in Westminster, was recently **appointed to the Hood College Computer Science Advisory Board**. The Advisory Board consists of distinguished Hood College faculty and industry technology leaders in the fields

meetings. These programs are shorter than the usual 45-50 minute presentations at lunch.

We need to know by August 5th, so please send us your suggestions soon. Email them to our program chair, Jeannie Fawley, or to info@wbnfrederick.org.

of software engineering, information technology, research and development, defense contracting and security. The Board's mission is to ensure that the school's Computer Science program continues to produce graduates with the high level skills required by the area's leading technology companies.

Morber graduated summa cum laude from Hood College in 2006 with a Bachelor of Science degree in Computer Science and minor in Mathematics. Her company, Morber Marketing Group, provides technology marketing services and training for companies in Maryland and throughout the Mid-Atlantic.

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