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May 2011 Newsletter

Future Meetings WBN presents

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

July 14, 2011
5:00 pm departure from Frederick for *"Wicked"* at the Kennedy Center
Tickets Still Available

WBN Officers and Directors

President
[Karen Justice](#)

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Co-chair Programs
[Lisa DiSciuolo](#)

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[Lori Follmer](#)

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Welcome to the Boardroom

Friday, May 13, 2011

11:30 - 1:00 pm
Dutch's Daughter Restaurant

Serving on the board of directors for a nonprofit looks great on a resume and can be very rewarding. But do you fully understand your responsibilities as a board member? If you are serving or interested in serving on a board, make certain you accept the appointment for the right reasons. May's program will help you fully understand the commitment you are making so that you, the nonprofit and the cause you are serving reap the most benefit from the experience.

Our speaker is Barbara Roman, CPA, a principal at the CPA firm of Linton Shafer Warfield & Garrett with over 17 years of experience working with nonprofit organizations. A past-president of the West Virginia Society of CPAs and the United Way of Berkley and Morgan Counties, West Virginia, she currently serves as treasurer of the United Way of Frederick County and the Women's Giving Circle.

Please RSVP by May 9.

Send registration form and check to:

Public Relations
[Jane Helm](#)

Special Events
Coordinator
[June Melvin](#)

Women's Business Network, P.O. Box 3032,
Frederick, MD 21705-3032

[WBN Registration Form](#)

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WBN Membership
Information

Join us for our next
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

President's Message

April Showers and Business Results

The title may make you wonder where I'm going, but building a business has a lot in common with the "April showers bring May flowers" ditty.

If you have even a small plot of land, you probably spend a few winter days envisioning peas or peonies. We dream about and plan the garden and its harvest we wish to reap. We buy and plant seeds after refining and preparing the soil (even if it's just a bag of potting soil in a new pot). We do the sometimes unpleasant and sometimes rewarding work of digging, feeding, debugging, pruning and watering. Finally, we reap the rewards: peonies or peas.

It's a lot like business. Reaping fertile crops requires planning and doing the tough jobs.

So, if you've had your fill of the rain outside this month, spend some time planning, digging, planting, feeding, debugging, pruning, and watering your business. It's just an analogy, but Mother Nature has demonstrated that a little rain and hard work do bring results. And didn't we all learn that we are supposed to listen to our mothers?!

Speaking of which, Happy Mother's Day!

Now, where did I put my trowel and how do I debug my Blackberry?

Karen Justice, President

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

Tracie Blumer

Deb Linich

Elaine Lynch

Daniele Serro

Jennifer Smith

WBN Board Member Spotlight

Lori Follmer

Lori has been employed with Frederick County Government for over 12 years. Currently she is with the Office of the County Manager. Previously, she worked in the Adult Education Office of Frederick County

Public Schools. She was an active public school volunteer as well as a Maryland PTA Honorary Life Member, a recipient of the Maryland Department of Education Outstanding Volunteer Service Award and the TJ High Diamond Patriot Award. Lori is a graduate of Leadership Frederick County.

She has been involved with the Women's Business Network for many years, currently serving as the Membership Chair.

A University of Pittsburgh alumnus, Lori's Western PA roots run deep. She is a fanatical Pittsburgh Steelers fan, enjoys getting her money's worth out of a round of golf and spending time with her husband and 3 daughters.

Contact:

Frederick County Government

Lfollmer@frederickcountymd.gov

301-600-3190



WBN Member Spotlight

Laurie Boyer

Laurie Boyer, CEcD, a lifelong Frederick County resident, is the



Director of the Frederick County Office of Economic Development (OED). She has worked for Frederick County Government for over 15 years, and has been Director of Economic Development since 2007. Laurie earned her Certified Economic Developer (CEcD) designation in 2006 and will become President of the Maryland Economic Development Association in June.



OED works to support existing companies as well as bring new companies to the County. The Women's Business Network provides Laurie with the opportunity to talk to business professionals and help to assess programs or assistance that may be useful to them in today's economy. Laurie also belongs to the Frederick County Chamber of Commerce, the Greater Washington Initiative, CoreNet Corporate Real Estate Network, and serves on a number of other boards and committees throughout the community.

In her free time, Laurie likes to read, golf, and travel.

Contact:
Frederick County Economic Development
lboyer@frederickcountymd.gov
301-600-1058

April Meeting Re-Cap

Summary of Suzanne Beal's talk, April 8, 2011

Dr. Suzanne Beal, a professor of English at Frederick Community College and an adjunct professor at Hood College stimulated our thinking about women and the many different areas of our lives. She shared readings from renowned authors with messages that are universal to women in any time or place. Questioning our beliefs about the roles women are expected to play was exemplified through Virginia Woolf's "Killing the Angel in the House." We often let personal roles interfere with our business roles. The selection from Anne Sexton illustrated a woman's respect for and need to protect herself when stricken with disease. "Fashion Sense and Nonsense" reminded all of us of the "Bunnys" we have known in our lives who made us

envious of their "perfect" appearance and style. The conclusion of Alice Steinbach's "The Real Me" was a selection many of us could relate to as we look inside ourselves to see who we really are.

A listing of the readings are below.

"Killing the Angel in the House"

Texts used in Suzanne Beal's talk on April 8, 2011

"Professions for Women" - Virginia Woolf

"A Work of Artifice" - Marge Piercy

"In Mind" - Denise Levertov

"In Celebration of My Uterus" - Anne Sexton

"Self Improvement Program" - Judith Viorst

"Marks" - Linda Pastan

"She Doesn't Want to Bring the Tides In Anymore"-
Ruth Whitman

"Fashion-Sense and Nonsense," *The Miss Dennis School of Writing* -Alice Steinbach

"The Real Me," *The Miss Dennis School of Writing*
- Alice Steinbach

Technology Corner

How to Use LinkedIn to Grow Your Business

By Jeannine Morber, Morber Marketing Group

LinkedIn (www.linkedin.com) is a social media site that is *all* business, *all* the time. If used correctly and consistently, LinkedIn users can generate leads, meet potential business partners and colleagues, find potential employees, and find out about the many training and networking events going on in and around the state.

One of the first things you should do before you start connecting to other LinkedIn users, is to build a comprehensive and detailed profile that is easy to read and find. Here are the steps:

- 1) Create a title that is interesting and unique. For example, rather than simply using "Administrative Assistant at XYZ Company", use "Detail-Oriented, High-Energy, Tech-Savvy Admin at XYZ Company"
- 2) Upload a recent and professional photo.
- 3) Add previous work experience going back 10-15 years but only relevant positions that have to do with your current position or your desired position. For instance, if you are a Marketing Director who worked at McDonalds while in college, you can skip the McD's on your LinkedIn profile. But if you own 10 McDonald's franchises and want to show that you started from the bottom and

worked your way up, then add the McD's job to your profile.

4) Unless you went to a very prestigious high school, skip it. Colleges, trade schools or certification programs should be entered in the education section only. Don't forget to list honors or awards.

5) In the summary section, use keywords and phrases in your industry so that those searching for someone with your skills will find you easily. Also, don't use large paragraphs - break them up. Short paragraphs and bulleted lists are much easier to read, so use them often.

Now that you have your profile set up, start making connections! Use the search box to find friends and colleagues and request that they connect to you. Also, don't be afraid to send connection requests to people you haven't met but would like to meet. Just be sure to write a personal note in the request about why you would like to connect with them.

Lastly, once you have connections, write recommendations for those that you have worked with. *Writing* recommendations is the best way to *get* recommendations. And of course, you can always ask for recommendations as well.

Happy networking!

**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
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**News from Morber Marketing Group
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**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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