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A Great Business Decision

Saving money on the things you need and want to build your business is a great decision. The Women's Business Network of Frederick not only provides you with multiple means and opportunities for improving your business, for the next 60 days, you can save on your WBN dues!

Join or Renew for 2012 Special Rates

\$55 if you join by November 30, 2011

\$65 if you join by December 31, 2011

\$75 starting January 1, 2012

Take advantage of our special and join today!

[Click here for membership form.](#)

WBN Officers & Directors

President
[Karen Justice](#)

**Vice President/
Co-chair Programs**

WBN presents

Technology Tips & Tricks

When: November 11, 2011

Time: 11:30 AM - 1PM

Where: Dutch's Daughter

Understanding and using the latest technology tools to save time and increase efficiency.

We'll answer questions such as:

- What is the cloud & what do I do with it?
- How safe or secure will I be when I'm on it or in it?
- What types of smartphones are out there and which one should I be using? (iPhone, Droid or Blackberry?)
- How do I sync my calendar with my phone, work computer, laptop etc?
- Where can I find help or answers I can trust when something goes wrong with them?



Presented by Jeannine Morber
Morber Marketing Group

RSVP by November 7th, 2011

Note: Cancellations after 5:00 pm on the printed R.S.V.P. date must pay for the cost of lunch.

For more information or to register [CLICK HERE>>](#)

Notice of Board Elections

On October 14, 2011, the Nominating Committee submitted the following slate of Officers/Directors at the November 11, 2011 meeting for election to a 2012-2014 term:

Secretary/Treasurer: Karen Smith, Smith Financial Services

Membership Director: Eileen Foley-Breck, Aspire Women's Clothing Boutique

Jane Helm

Secretary/Treasurer

Be Cranford

Committee Chairs:

Member-At-Large

Lisa DiSciullo

Membership

Lori Follmer

Past President

Janice Rockwell

Programs

Jeannie Fawley

Marketing

Michelle Daiger

Special Events

Coordinator

June Melvin

Programs Director: Judy DeLuca, Frederick Community College

Special Events Director: June Melvin, Briarwood Classics
(second term)Marketing Director: Michelle Daiger, Sylvana Institute (completing
term to expire in 2013)**Current Officers with terms expiring in January 2013**

President: Karen Justice, The Powerhouse

Vice President: Jane Helm, Moore Wealth, Inc.

Past President: Janice Rockwell, Janice B. Rockwell, LLC

Member At Large: Lisa DiSciullo, Lisa DiSciullo Life Coaching

Committee members:

Membership Committee:

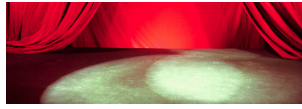
Kara M Vittetoe, Thomas Johnson Surgery Center, LLC

Program Committee:

Traci Getz, Ryan and Wetmore; Jacquelyn Bailey, Silpada
Designs

Marketing Committee:

Cindy Piazza, The Trinity School; Jeannine Morber, Morber
Marketing; Sue Schneider, Tyler-Donagan Real Estate Services;
Whitney Hahn, Digital Bard Video. Web. Marketing.Thank you to the Nominating Committee members: Chair, Lisa
DiSciullo; Karen Justice; Eileen Foley-Breck; Karen Pelton; Debbie
Bennet.[Find us on Facebook](#) **Member Newsletters****Your Living Well
Newsletter by
Be's Home Staging and
Redesign
[Read it here](#)****Quick Links****[Our Website](#)****[Products](#)****[Services](#)****President's Message**Effective organizations require a lot of
volunteer hours behind the scenes.
Keeping the organization focused on
meeting the mission, ensuring and
enhancing member benefits,
engaging increasing numbers of



members, and on and on. Setting the stage and making it work takes effort. Since November is a month of

Thanksgiving, I want to express my thanks for the current board and committee members, as well as the women who have served in the past and brought us to where we are.

I could never rank them, so alphabetically, a big "Thanks" to Debbie Bennett, Heather Bodner, Be Cranford, Judy DeLuca, Lisa DiSciullo, Patsy Ensminger, Jeannie Fawley, Cori Fedina, Eileen Foley-Breck, Lori Follmer, Whitney Hahn, Jeanne Hall, Jane Helm, Paula Jagemann, Devina Mahapatra, June Melvin, Shabri Moore, Jeannine Morber, Lynn Ott, Karen Pelton, Amy Pujols, Janice Rockwell, and Sue Schneider. And thanks to all the continuing members who have helped sustain the Women's Business Network of Frederick.

Maryland Women's Conference

WBN is a promotional partner for the Maryland Women's Conference. It fits our mission to inform and support your business development and this conference focuses on women and their finances.

There are over 9 million women-owned businesses in the United States. Nine out of ten women will be solely responsible for their finances at some point in their lives, and of the four million elderly poor, over 70% are women!

Learn ways to secure your financial future - or just your peace of mind. [To register, click here.](#)

Newsletter Subtitle

Month Year

WBN Board Member Spotlight

Michelle Daiger, Marketing Director

I am a single mother currently raising an 8-year-old-son, Hank. He is the greatest joy in my life and we reside in a little cottage we renovated in Braddock Heights, right near my parents' permanent home. I have recently re-entered my career full-time, and it is the support of my family that has enabled me to do so.

A native of Frederick and a graduate of Middletown High School, I received my undergraduate degree in Sociology & Criminal Justice from Old Dominion University. I received a Masters in Public Communication from The American University

in Washington, D.C. and completed my graduate internship at the CBS Television Network in Los Angeles.

I currently work as the Director of Marketing for Sylvana Institute for Medical Aesthetics. In the past, I've had communications, marketing and public relations responsibilities for healthcare facilities in Flagstaff, Arizona, for Montgomery General Hospital and the Maryland Symphony Orchestra.

I enjoy interior design, landscaping, camping, fitness walking and yoga, as well as fashion, shopping, shoes- you get the picture! I am excited to pursue volunteer endeavors, and it is an honor and a privilege to recently be appointed as the Marketing Chair of the Women's Business Network.

Newsletter Subtitle

Month Year

October Meeting Recap

Repurposing For Effective Marketing

Taking advantage of time spent on presentations, blogs, articles and other communications by reusing the same information in different formats and markets is the key to efficiency and effectiveness according to October's speaker. Not only did Sandy Sponaugle of Platinum PR listen to WBN members' requests for specific information, she responded with great suggestions and ideas for better marketing and public relations.

- Have a marketing and communications plan to target appropriate and feasible potential clients with the right messages
- Acknowledging the value of social media as a marketing tool, 80% of attendees expressed a need to know how to strategically use social media.
- HootSuite is a useful tool and great time saver for capitalizing on posting in many different places at once, reaching different audiences and scheduling posts and blogs ahead of time.
- Know yourself and your business.
- Portray your business in your own style. Authenticity attracts and keeps great customers.

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