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September 2011

Upcoming Events

WELCOME BACK TO BUSINESS!

Fourth Annual Steps to Success

October 7, 2011
Mentoring, Walk & Lunch
Delaplaine Center
Keynote Speaker:

Christine van Bloem
"Living the Dream"

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

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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!](#)

After summer vacations and exciting natural phenomenon, begin fall with a renewed focus on growth and change. Join the Women's Business Network for an exciting September program that will help you prepare for more success in the future! Reserve your seat now to learn:

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?

Guest Speaker:

Aris Melissaratos

Senior Advisor to the President
Enterprise Development at Johns Hopkins University
Former Secretary of Maryland's Office of Business Development



September 16, 2011

11:30 - 1:30

Dutch's Daughter

[Register Here](#)

WBN Officers & Directors

President
[Karen Justice](#)

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

Secretary/Treasurer

\$25 members \$30 non-members
Please RSVP by 9/8/11

President's Message

[Be Cranford](#)**Committee Chairs:****Electronic
Communication
open****Membership
[Lori Follmer](#)****Past President
[Janice Rockwell](#)****Programs
[Jeannie Fawley](#)****Public Relations
[Jane Helm](#)****Special Events
Coordinator
[June Melvin](#)****Find us on Facebook ****Little Things Mean A Lot**

Yesterday I learned a friend was buying her college books electronically. I don't mean she was buying them online. I mean she was buying e-versions of her graduate program text books. Not so radical, but I hadn't thought about that wonderful option. Just think of the bookshelf space she'll save! And book bag sales are sure to decline!

In a few more years, those backward bending, overloaded grade-schoolers can stand up straight on their way to school with e-readers in their smaller book bags. School books can be updated at less cost. Fewer trees will be harvested.

M.I.T. has developed a method of [printing solar cells on paper](#). Back to harvesting trees again, but fewer lithium batteries and less fossil fuel-generated electricity.

Skype has made the world smaller and grandparents happier. The technology has also added unforeseen possibilities in the strangest places. The impressively large choirs like the Mormon Tabernacle Choir are now dwarfed by [Eric Whitaker's Virtual Choir](#) which grew from one young girl taking a small step and venturing an on-line audition.

When it comes to trends and the future, as in our personal interactions, little things can mean a lot.

Karen Justice
President

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](#)**

3rd Annual
**Maryland Women's
Conference**

November 18, 2011

"In difficult economic times, women are faced with challenges and opportunities to grow themselves while maintaining financial stability. This conference is an inspiring day filled with tools and information designed to empower women in areas of

Welcome New Members

**Jacqueline Bailey
Donna Elbert
Carla Goodwin
Lou Litchli
Jackie Lamothe**

WBN Member Spotlight

Shabri Moore

Trained as a molecular biologist, Shabri Moore combined her passion for making a positive difference in other's lives with her disciplined and analytical approach to wealth management. A CERTIFIED FINANCIAL PLANNER™ PROFESSIONAL and Accredited Investment Fiduciary®, Shabri established Moore Wealth, Inc. in 1996.

Shabri is also an active leader of the Frederick community. She was one of the founders of the Women's Business Network of Frederick and an original board member of the Frederick Innovative Technology Center. She has served on numerous and diverse boards and committees throughout the community. She is an active committee member for the Women's Giving Circle of Frederick and the Planned Giving Committee for Frederick Memorial Hospital. As a graduate of Leadership Frederick County, she actively practices the precepts.

Initiated in 2003 as a Moore Wealth, Inc. sponsored event, the Frederick's Annual Economic Symposium has evolved into an event coordinated and co-sponsored by Shabri's continued efforts and those of several businesses in the Frederick area. Past speakers have included Anirban Basu, Federal Reserve Presidents, academicians and some of the area's most prominent business leaders.

Shabri is an avid traveler and enjoys music, theater, snow skiing, hiking and the outdoors. She lives in Frederick with her two grown



finance, career enhancement, and personal development," says Jennifer Charlton-Shuldes, Steering Committee Chairperson. [This conference](#) is about learning new ideas and concepts to build a sound future.

WBN is a promotional partner of the conference. Register at <http://mdwomensconference.org/>

sons, Sean and Erik.



WBN Program Synopsis

Constant Leadership: Boss or Role Model, It's a BIG Job!

According to Colonel Judith Robinson, out-going Garrison Commander of Fort Detrick, loyalty, duty, respect, selfless service, honor, integrity and personal courage are required for leadership. As WBN's June speaker, she shared these core Army values and her perspective that leadership is necessary in all areas in our lives regardless of the nature of our work or our mission in life. Whether you are running a large corporation, a small business, a household, a sole proprietorship or military facility like Fort Detrick, it takes knowing your strengths and weaknesses as well as those of the people around you.

A realistic awareness and assessment of your team and applying their various strengths as team members to get a job done is what leadership is all about. She acknowledged the difficulties of ambiguity and limited information. She acknowledged the challenges of creating change and facing difficult goals. She encouraged us to work at being better leaders, but reminded us that "leadership is like swimming, you can't learn it by just reading about it." So jump in and swim!

We Had a Wicked Good Time at Our Summer Event!!

Our trip to the Kennedy Center to see *WICKED* on July 14th was a grand success, and created some wicked excitement. On a gorgeous summer evening, we met in the parking lot of FSK Mall to take our bus into DC. It was a great opportunity to meet and catch up with WBN members and guests. The bus arrived and promptly quit working!

June Melvin, Jane Helm and the other organizers jumped right on the problem and found another bus company promptly. Kewl Tours came to our rescue. While waiting for the transportation shuffle, we had a great tailgate party with box dinners from Wegman's and some wines from Sugarloaf Winery.

A functioning bus arrived, and after a few traffic snarls and a short, unscheduled tour of the Georgetown University campus, we missed only minutes of the show. There was great networking, lots of socializing, and appreciation for an amazing show. Plus, WBN stories were born.

The success of the evening has prompted the board to redesign our member celebration in January to an early evening opportunity to mingle with other WBN members. Stay tuned for details!

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