

The Networker

Women Supporting Women In Business

1994-2008

July 2008

July 2008 Monthly Meeting Info



TOPIC: Women's Health & Wellness: Acupuncture

SPEAKER: Susan Sheldon, L.Ac.
ConnecShen Acupuncture, PLLC

DATE/ TIME: Wednesday, July 23, 2008 at Noon

LOCATION: CCE Cayuga Education Center
248 Grant Avenue, Auburn, NY 13021

RSVP: Call Jeannie at (315) 255-1183 or
Email Christina at cjs268@cornell.edu

Commonly associated with traditional Chinese Medicine, Acupuncture is practiced throughout the world and is the technique of inserting and manipulating needles into specific points on the body with the aim of relieving pain and for therapeutic purposes.

Susan Sheldon, a Diplomat in Oriental Medicine, will be speaking on the healing mechanism of mind, body and spirit within the principles of Acupuncture at the WBN Monthly Meeting. Susan moved her practice to Auburn, New York in April 2008, and has made a commitment to the community in not only Acupuncture, but in public outreach and education. She has a wealth of experience in both Clinical and Behavioral Sciences to ensure that your experience is not just an acupuncture session, but a true experience of healing. Visit www.connecshenacupuncture.com for more information. Members FREE/ non-members \$3.00, all are welcome!

August 2008 Monthly Meeting Info



TOPIC: Marketing Strategies for
Solopreneurs & Small Businesses

SPEAKER: Julia Reich, Principle

DATE/ TIME: Wednesday, August 27, 2008 at 5:30pm

LOCATION: Wells College, Stratton Hall
(Science Building)

RSVP: Call Jeannie at (315) 255-1183 or
Email Christina at cjs268@cornell.edu

Do you have a successful marketing piece you'd like to share with fellow WBN-ers—brochure, clever direct mail campaign, something else? Julia is giving a talk on Wed August 27 on the topic 'Marketing Strategies for Solopreneurs & Small Businesses'. **She is seeking to highlight a few members' self-promotion efforts.** Please email or call julia@juliareichdesign.com or 315-364-7190. No guarantee of inclusion—depends on volume of response.

In this interactive discussion, **Julia Reich** will talk about how she helps market her clients plus how she promotes her own graphic design business, Julia Reich Design. Then the discussion will turn to providing tips on how to help you market your own small business. She will touch upon a variety of self-promotion strategies. www.juliareichdesign.com Members FREE/ non-members \$3.00, all are welcome!



Women In Business Network is sponsored by:

Cornell Cooperative Extension of Cayuga County

248 Grant Avenue • Auburn NY 13021

Telephone: (315) 255-1183 • Fax: (315) 255-1187 • E-mail: cayuga@cornell.edu

Web: www.cce.cornell.edu/cayuga

Meeting Re-cap - Wednesday, June 25, 2008

“Five Money Secrets for Smart Women”

“It is critical for women to have a financial plan in place before they retire. Company pensions are a thing of the past...” says **Stacy Wilder**, Regional Manager for Primerica Solutions. This month at WBN, Stacy presented *Five Money Secrets for Smart Women*. These steps are suggestions for encouraging women to take charge of finances:

- 1. Have a Written Plan:** have a plan to get out of debt and retire financially secure.
- 2. Know the Rule of 72:** understand the power of compounded interest. This calculation gives you the approximate number of years it will take to double your investment.
- 3. Practice the 3 D's of Successful Investing:** Discipline, Diversification and Dollar Cost Averaging
- 4. Build your Financial House Properly:** Think of your financial structure in a similar fashion to how you would construct a home. The most important level of a home is the foundation. The foundation of your finances is your income and insurance policies to protect that income. Next would come your emergency fund, debt and retirement savings and then leisure spending.
- 5. Know How Your Life Insurance Policy Really Works!**

For more information contact (315) 295-0656.

July's WBN Member Business Spotlight

Featuring: Lisa Jo Greenfield of Arbonne International

How long have you been in business? Approximately one year.

Describe your business: Arbonne is a home-based Personal Development Company. As an Independent Consultant I am re-connecting with friends, building relationships and helping others. I share products that are Pure, Safe and Beneficial, which I personally use and believe in.

What were the obstacles you encountered when starting your business? The one obstacle I have encountered on my Arbonne journey thus far is to overcome my initial fear of Network Marketing. I have learned that Arbonne is totally do-able and is as simple and natural as talking to my friends.

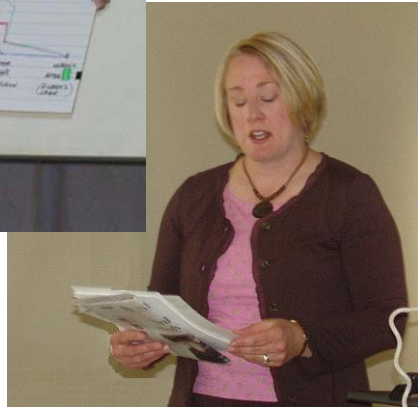
How can people purchase your products? People can purchase Arbonne by contacting me directly at:

Lisa Jo Greenfield, Arbonne Independent Consultant
2573 West Lake Road Skaneateles, NY 13152
315-685-7942 or 315-246-1638

ljgreenfield@verizon.net



Barb Kalicki,
Young Living Essential
Oils Consultant.



Right - Sara Wells, owner of Naturally Cleaner

Left - Stacy Wilder, Regional Manager for
Primerica Solutions



Meeting Re-cap - Wednesday, May 27, 2008

“Green Cleaning Products”

With a lot of attention lately to organic or natural cleaning products and ways to improve in-door air quality, WBN invited two members to speak about their businesses and how their products fit in the “Natural Cleaning” category.

Sara Wells, owner of Naturally Cleaner in Aurora, NY dispelled a number of common myths regarding commercially available household cleaners. Many common household cleaning products contain toxic ingredients including ethanol, glycols, dyes, and butylcellosolve. These cleaners also suggest the use of protective hand and eye wear before use. Naturally Cleaner products have no harmful toxins, chemicals or dyes in them. Their main ingredients are distilled water, vinegar, castile soap, essential oils, baking soda and borax. Naturally Cleaner offers an all purpose and shine cleaners, for more product info visit www.naturally-cleaner.com.

For the second half of the program, **Barb Kalicki**, Young Living Essential Oils consultant, gave an informational presentation on the dangers of toxic mold and what you can do about removing mold from your homes. She reviewed the benefits of Thieves cleaners and natural oils as well as recommended visiting www.moldrx4u.com for more information from mold expert Dr. Edward R. Close, PhD. To learn more about Thieves products contact 253-8100.

Our Members Are Changing the Face of Our Local Economy

WELCOME NEW MEMBERS

(Update your WBN Directory and visit www.cce.cornell.edu/cayuga for current listings)

Susan Sheldon

ConnecShen Acupuncture, PLLC

IN THE NEWS

“Buy Local Campaigns”

Buy Local Campaigns are starting up all across the US. Most are community based initiatives that evolved out of interest to sustain local agriculture and build stronger local food systems. Why should you consider buying local?

Taste and Freshness. Most produce in the US is harvested 4 to 7 days before it reaches supermarket shelves. This means non-local produce you purchase could be days to weeks old.

Local Economy. Buying local supports NYS agriculture and keeps money circulating in your community.

Protects the Environment. Most US food travels 1,500 miles before reaching your table. Buying local reduces CO2 emissions and reduces the amount of non-renewable fossil fuels used.

Know Where Your Food Comes From. Purchasing produce from local farmers allows you to know how your food was grown and builds local connections.

If you want to purchase local produce and locally made products here are some resources to help get started:

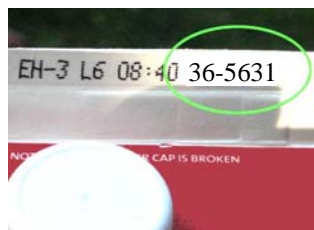
www.localharvest.org. Great source to find local farm markets, roadside stands, and a map of NY with farms.

<http://counties.cce.cornell.edu/cayuga/Nutrition.htm>. Check out your local Cooperative Extension webpage for a listing of local farm markets and farms.

A quick and easy way to get started buying local, is to purchase NYS produced milk. Some milk travels thousands of miles, so look for “36” to know that your milk was processed in New York State, with milk sourced from local dairy farms.

See other states processing codes at:

www.organic.cornell.edu



SAVE THE DATE

WBN ANNUAL ANNIVERSARY LUNCHEON

Wednesday, September 24, 2008

Aurora Inn, Aurora NY

Each September, WBN hosts an Anniversary Luncheon to celebrate the organization’s achievements, recognize local women entrepreneurs and again provide an opportunity for local women professionals and business owners to network and learn about communities in the Finger Lakes region. This year, WBN will be celebrating its 14th Anniversary.

In May’s issue of the *Networker*, WBN announced that the organization would be hosting international and nationally know speakers for the Anniversary Luncheon. Unfortunately, WBN was unable to raise the necessary funds to hosts these speakers. Therefore, due to rising fuel and increased food costs, WBN will be taking a more local approach to this year’s luncheon.

Inspired by the numerous “Buy Local” Campaigns within the Finger Lakes Region, WBN will be recognizing local women and businesses that make an effort to purchase local produce and locally made products. With this in mind, this year’s Anniversary Luncheon theme is **Buy Local: Supporting Local Women in Business!** In keeping with this theme, we have invited the following guest speakers to the Anniversary Luncheon:

Gwen Webber McLeod, Owner

The Leadership Connection

2007 Phyllis Goldman Award Winner

Marion Cardwell-Ferrer

Sole Proprietor & Executive Chef

Sincredible Pastries

Participant, NYC’s “Cakewalk”

Networking will begin at 11:30am

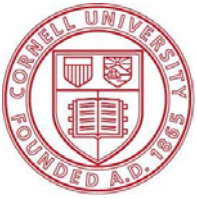
Lunch & Speakers at Noon

Culinary Workshops– 3:00 to 4:30pm

Please see the registration form included for more information about the Aurora Inn, meal choices and culinary workshops. Hope to see you in September.

Mark your calendars now for this event!





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Cooperative Extension
Cayuga County

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WBN Annual Anniversary Luncheon Gift Bags

At the conclusion of this year's Annual Anniversary Luncheon on Wednesday September 24, WBN will be providing gift bags to each of the luncheon guests. We need your help! As WBN members and supporters we would like to give you the opportunity to include a sample of your business product or marketing information to promote your business. Space will be limited.

Please contact Christina Selvek at
315-255-1183 ext. 230 for more information.

*Please help to make this year's
Anniversary Luncheon a success!*

Web: www.cce.cornell.edu/cayuga

