

Next Meeting

Tickets for the WBN dinner meeting on **Monday* September 15th at 5:30pm**** at the Best Western Westerly Hotel must be made by Monday September 8th by calling (250) 898-0244.

If you make a reservation and do not attend, the WBN will be charged for your meal, therefore, if you have not cancelled by the Monday preceding the meeting, you will be invoiced for the missed meeting.

September Dinner Cost

Members	\$22
Non-members	\$27

*Please note that the September meeting day has been changed to Monday September 15th due to scheduling conflicts with the Westerly Hotel. October's meeting and subsequent meetings will return to the usual 2nd Thursday of the month.

**The earlier meeting start time has been implemented to allow more time for networking.

September - Marketing Solutions

The kick-off meeting in September will be held at the Best Western on Monday, September 15th 2008, and will feature guest speaker Carolyn West-Price Touhey, owner of Smartbiz Business Solutions. Carolyn is a consultant specializing in integrated, marketing solutions. More information about Carolyn can be found on page four.

The open networking segment starts at 5:30pm and dinner will be at 6:30pm.

We are holding a special Golden Ticket draw for those who attend our September meeting. Every member who attends will receive one golden ticket and an additional golden ticket for each guest she brings with her - her guest will also receive a ticket! All tickets will be entered into a draw and the winner of the draw will take home a credit of \$400 from Monks Office Supply to spend on their business needs! In addition to this fabulous prize their will be a wonderful selection of prizes from our members.

To attend this exciting networking opportunity, please reserve by calling 250-898-0244 by September 8th.

The Women's Business Network is a phenomenal organization for women in the Comox Valley and



new president, Lara Austin, is excited by this year's board and their commitment to positive change for the WBN. This change starts with a fresh look thanks to Sue Pyper of Emagination Design and ripples out to all the members through more networking opportunities, better newsletter advertising options, a mini-trade show table, website profiles, an updated online business directory and more publicity of members to the wider community. These benefits also impact the wider community because, Lara states, "the WBN brings together women who are driven and purposeful in running or working in a business and gives them renewed energy."

President's Message

Welcome to a brand new year of WBN!

I figure, as I'm about to stand in front of you for the next ten meetings, it would make sense for you to know a little more about me.

I've been a WBN member since spring of 2002. I recall how intimidating it was to first walk into this room. I had just moved to the Valley and knew no-one at the meeting or in the community – although it seemed that everyone knew each other! It was 2004/2005 when I accepted the opportunity to be a director on the board – Programming – a challenging and rewarding role and a fantastic opportunity to get to know my fellow board members better. I still maintain those friendships today – and discovered that nothing conveys your professionalism better than working on a common goal!

Outside the WBN, I run a family and a practice. Both are important to me, and sometimes achieving the work/life balance is admittedly tough. On the work side, I am an Investment Advisor with RBC Dominion Securities. I work with successful professionals and retirees, and help them make decisions in their investment accounts, RRSP accounts and provide resources in the areas of tax strategy, estate planning and planning for income. I have been licensed since 1995 (count that – 13 years!) and moved to the Valley from Ontario where I was with the same firm. On the family side, I have a fantastic husband, Danny, who runs his business – kitchen installations – and we have been together since 1991 (yup – 17 yrs! Whew- I'm starting to feel old now). We have two lovely boys, Damon (11) and Kiano (6).

I'd like to recommend one of my favourite books 'Work the Pond' by Darcy Rezac. It is a fun and easy read that personally, gave me the confidence to enhance my networking skills and feel more comfortable and purposeful doing it. In essence, It gave me the permission I was looking for.

It is my hope that this WBN year will be a memorable, educational and productive one for all of us. Please realize it's tough to please everyone all the time, but if you have some constructive criticism, ideas or challenges, please feel comfortable approaching myself or a fellow board member. We'd be happy to discuss and resolve – that's what we are here for!



Lara D. Austin

The Link

The Link is published monthly by the Comox Valley Women's Business Network

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Advertising
Advertising in The Link is available in the following sizes:

Business card size (back page only, max 10/issue)	3.5" x 2"	\$10/issue
1/6 page (vertical)	5" x 2.5"	\$20/issue
1/3 page (vertical)	10" x 2.5"	\$35/issue
1/2 page (horizontal)	5" x 7.5"	\$50/issue
Full page	10" x 7.5"	\$85/issue

Payment to the Comox Valley Women's Business Network is required in advance. All ads must be submitted in .jpg or .pdf format in the sizes specified.

Deadlines

Send digital artwork/advertising copy to info@paytonhughes.com before the 15th of the month preceding publication.

Publisher's Contact Details

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Sarah Seeds

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At Equilibrium Lifestyle Management we provide you with the tools you need to reach your lifestyle goals. These tools include hands on training, education about fitness, nutrition and healthy living and resources to help you along the way.

We accomplish this through professional Personal Training services and Outdoor Fitness Adventures designed for every'body'.

Equilibrium Lifestyle Management's unique group Fitness Adventures include Fitness Bootcamp, Adventure Trail Running, Hiking & Women's Only Programs, Workplace Wellness and more.

Our services are available in a space that is most convenient for you; in your home, outdoors, or at a local facility- We Come To You!

Sarah Seeds is the owner and operator of Equilibrium Lifestyle Management and she holds a degree in Kinesiology from the University of Victoria. Sarah's experience comes from more than ten years working in the fitness and rehabilitation field as well as from her personal success in life and sport.



Wendy Johnstone

Solutions for Seniors
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Solutions for Seniors eldercare planning is a new business in the Comox Valley offering:

- ✓ Comprehensive in-home assessments

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Our mission is to ensure quality of life and maximum independence for your aging loved ones through our seamless and holistic approach to eldercare. We solve problems. Family members often know their elderly loved one needs more help but aren't sure what resources are available, where to look for them, or what costs are involved. Solutions for Seniors is a one-stop resource that provides professional advice and hands-on support to help adult children plan and coordinate quality care

for their loved ones. We can provide information about senior programs and help you explore options to ensure that the right plans for care are in place.

Wendy Johnstone is the owner/operator of Solutions for Seniors and she is a trained Gerontologist with over 15 years experience working with seniors and their caregivers. She graduated from Simon Fraser University in 2001 with a Master's Degree in Gerontology. Her experience includes working with independent living and frail seniors as well as service and health providers targeting an aging clientele. Wendy focussed on promoting quality of life for seniors and, consequently, their caregivers at organizations in BC and Ontario.

Network & Other News

Golden Ticket Draw

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More about September's Speaker

Carolyn West-Price Touhey founded SMARTBiz in the Comox Valley region of Vancouver Island in 2006. In addition to her consulting work with Canadian clients, Carolyn continues to assist US clients through IMPACT Marketing & Public Relations, the company she founded in 1990. Carolyn founded both companies after seeing a void in the market for professional marketing consulting aimed at small businesses and professional service providers.

Carolyn earned her MBA from Loyola College, where she also earned her BBA in marketing with honors. In her "spare time," Carolyn and her husband run Two Eagles Lodge, a new bed and breakfast in Comox Valley. Her hobbies include spending time with her horses, scuba, boating, and spending time relaxing with friends.

Thank You

The CVWBN board wishes to thank Sue Pyper of **Emagination Design** for her generous donation of time. Sue has developed the new logo for the WBN and is assisting with rebranding efforts.

Membership Benefits

There are many benefits of joining the Comox Valley Women's Business Network. Here are just a few. You will have opportunities to:

- ✓ Develop business skills and knowledge through speakers and workshops
- ✓ Network with other women in business to develop strong, working relationships
- ✓ Promote your business in the WBN newsletter, on the WBN website and at meetings
- ✓ Advertise your business by purchasing an ad in the newsletter, offering discounts to WBN members and purchasing a display table at one of our Showcase events
- ✓ Save money at participating local businesses such as Monks Stationary and Packables Travel Solutions
- ✓ Stay in touch with other members via the monthly newsletter
- ✓ Feel inspired and motivated to move your business forward

2010 Procurement Opportunities

Go to the 2010 website at: www.2010commercecentre.com to register your business to receiving e-mails on procurement opportunities that are related to your business and to JOIN the Business Networking Database - sponsors are travelling around NOW and looking to source things - you may get a call!

Lara's Network Tips

- compliments of 'Work the Pond' by Darcy Rezac.

Builders of Social Capital

Be there and ask questions. Take the lead, ask thoughtful questions, engage issues and involve others in conversation.

There is no point in attending unless you have something to contribute beyond your presence.

A Positive Network is an exchange of knowledge and information. Follow up is all about discovering what you can do for someone else, and do it. That is how you develop and form relationships.

"While not all successful people are great networkers, all great networkers are successful people." Darcy Rezac, Work the Pond.

Business Move

Comox Valley Acupuncture & Traditional Chinese Medicine is moving to 949 Fitzgerald Ave. Courtenay, September 1st.

Their new convenient location will be offering more services including Maya Abdominal Massage, Clare Blanchflower is the first practitioner to offer Maya Abdominal Massage in BC. Maya Abdominal Massage is a non-invasive massage technique that guides the internal organs into their proper position for optimum health.

What's Your Communication Style?

by Linda Lee

Many of you have asked – what does the WBN Board get up to? In early July, our newly elected President, Lara Austin, realized the new Board had a lot of work ahead of us this year. She quickly organized a two hour retreat so we could get to know each other. Lara contacted former WBN member Pat Allen of Tesseract Management who generously donated her expertise to the cause.

Pat had us each complete a brief questionnaire designed to expose our individual work-related communication styles. There were two continuums being measured: extrovert / introvert and task focussed / process focussed. After totalling our scores, Pat plotted these on a four quadrant graph to learn how each of us fit. See if you can find yourself in the communication styles listed here. Can you guess where your WBN Board members ended up?

Director (high task, extrovert)
Celebrate their leadership and honesty.

These people are super goal-oriented according to Pat. They are fast, decisive and to the point. They don't mess around, they are after results. Directors thrive in environments where they can lead. To others they appear insensitive, impatient, sometimes bossy. Be efficient and competent when communicating with these sorts. Four of our 10 Board members were Directors.

Relater (high process, introvert)
Celebrate their gentleness and mediation skills.

Relaters are natural listeners focussed on relationships and communication. They prefer a relaxed, personal approach to life. When communicating with a Relater be warm and sincere. Offer encouragement for new challenges and let them know you are there to support them. Only one member of our Board reveals herself to be the gentle, patient Relater type. Who could it be?

Influencer (high process, extrovert)
Celebrate their enthusiasm and joy

Influencers are always ready for a party. They are excellent at persuading people and can often be found in the sales department since they don't much care for routine. Although organization does not come naturally for them, they excel at motivating others. Be interested when communicating with an Influencer and acknowledge her ideas. Half of our board members are influencers, 5 out of 10. Look forward to an exciting year at the WBN when these women take the stage.

Analyzer (high task, introvert)
Celebrate their thoughtfulness and depth.

Analyzers are precise and task focused, somewhat resistant to change. Slow and systematic is their style and they need lots of quiet time. These are the people to have around at proofreading time. Be well-prepared when dealing with an Analyzer. Unfortunately your board has no one of this type, not even me, your Treasurer! Luckily we learned this early so we can act accordingly.

As Pat pointed out, no communication style is better or worse than any other. While all styles are necessary to the project at hand, it is very important to match people with positions. If you have a cranky Director making trouble in an Analyzer position, get that Director in charge of something. Your natural partier Influencer won't be happy or productive as a Relater but she will thrive in Sales. Relaters need to know they are supported. If your detail-oriented Analyzer is stressed, she may need a few hours to herself.

And who was what?

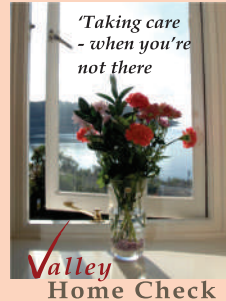
Lara, Tracey, Marita, Karen Provost and Karen Ewing are all party-mad Influencers. Bossy Directors include yours truly, Linda along with Emma, Sally and Jocelyn. Alas, we have no Analyzers and our sole, precious Relater is Arran.

Led by this team, the WBN is looking forward to an exciting year with a membership drive, an updated web-site and great meetings. At least one board member will be sitting at each table during the meeting wearing distinctive name tags. Talk to us – we are ready to listen and we need to hear from you!

Linda Lee is a Management Accountant with Lee & Associates Accounting Service. She guides businesses, small groups and individuals to direct their energetic and creative resources toward achieving financial sustainability.

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