



Networker

WBO provides support and networking for women who own and operate their own business, giving them tools to help manage and grow their business.

President's Message

Dear WBO Members and Friends,

Spring is in the air! We already have more daylight and cherry blossoms and will soon be enjoying Spring Break, warmer weather and more outdoor time. As I write this letter, March is still in "lion" mode, but I know that the cold and snow will soon be a distant memory.



I am very pleased this month to write about the new and improved WBO website (www.wbo-mc.com), where you can find all you need to know about the Women Business Owners of Montgomery County and its members! The new site is chock full of useful information for women business owners and entrepreneurs, including an updated membership directory, sponsorship information, the latest on The Power Conference, and more. I would like to personally thank Tracey Holinka and Jo Golden, WBO members and founders of Chaos To Clarity LLC, who guided us through the process of making the transition to a successful web presence and helped us immensely with the new site. They are real pros and we are lucky to have them on our team. Please take a few minutes to browse around the site and learn about our past and upcoming programs, our unique membership benefits and the resources we offer. If you are not a member, you can join online; if you are member, you can log in and update your directory information, upload a photo and offer a member-to-member discount.

Winter was hardly a time for hibernation for WBO...in addition to our regular dinners and networking lunches, we teamed up with the Wheaton-Kensington Chamber of Commerce, the Rockville Chamber of Commerce, and the Rockville Women's Business Center for joint networking. This month, just in time for Earth Day, we have invited Bethesda Green to join us for our April networking lunch. Be sure to join us on April 21st at the Legacy Hotel and stay tuned for more information on upcoming events via our weekly "Community Update" email blasts.

It's also that time of year to think about stepping up your involvement in WBO and volunteering to serve on or chair a WBO committee next year. If you are interested in serving on the Board or volunteering in some other capacity, send an email to wbo@wbo-mc.com. If you have any questions about what any of the positions involve, feel free to contact members of our current Board. It's a great way to contribute your expertise to the organization and to make new contacts both within and outside WBO.

Warmly,

Susan Potter

SPRING 2011

UPCOMING EVENTS

WBO MC Networking Lunch with Bethesda Green:

April 21, 2011

11:30 am-1:30 pm

The Legacy Meeting Center
1775 Rockville Pike
Rockville, MD

\$25 members, \$35 guests - early
registration
\$35 members, \$45 guests - regular
registration

Register at www.wbo-mc.com/events
Sponsored by SmallBiz Village

WBO MC Networking Dinner: May 19, 2011

5:30-8:00 pm

Mykonos Grill
12 Congressional Lane
Rockville, MD

\$35 members, \$45 guests - early
registration
\$45 members, \$55 guests - regular
registration

Register at www.wbo-mc.com/events

**Speaker: Renee Lewis,
The Pensare Group**

WBO MC Networking Lunch: June 16, 2011

11:30 am-1:30 pm

The Legacy Meeting Center
1775 Rockville Pike
Rockville, MD

\$25 members, \$35 guests - early
registration
\$35 members, \$45 guests - regular
registration

Register at www.wbo-mc.com/events
Co-hosted by the Hispanic Chamber of
Commerce Montgomery County

POWER CONFERENCE September 7, 2011

Bethesda Marriott Conference Center
www.thepowerconference.com

WBO Voice Mail
301/365-1755
www.wbo-mc.com

WBO BOARD OF DIRECTORS

President – Susan Potter
Press, Potter & Dozier, LLC
spotter@presspotterlaw.com
301-913-5200

Secretary – Cheryl O'Hara
Cheryl O'Hara
The Dinner Angel
chefcher@TheDinnerAngel.com
301-233-7008

Treasurer – Nancy Paul
Bullseye Coaching
www.BullseyeCoaching.com
Nancy@BullseyeCoaching.com
301-963-5880

Communication – Deborah Norris, Ph.D.
The Mindfulness Center
www.TheMindfulnessCenter.org
TheMindfulnessCenter@gmail.com
301-986-1090

Membership – Laura Muncy
LetterSpace Creative
laura@letterspacecreative.com
301-947-0302

Program – Naomi Abrams, OTD, OTR/L
Worksite Health and Safety Consultants
Naomi.ot@gmail.com
240-912-9559

Publicity – Ngina Shulman
Arbor Center for Acupuncture
info@arborhealing.com
301-213-9329

Immediate Past President – Carolyn Bruna
Success Skills
cmbruna@aol.com
301-365-7132

NETWORKER

Editor – Deborah Norris, Ph.D.
The Mindfulness Center
TheMindfulnessCenter.org
301-986-1090

Layout & Printing – Rockville Printing & Graphics

Advertising Guidelines/Pricing:
www.wbo-mc.com/advertising

Welcome New Members!

Lisa Phillips

Three Paths Consulting, LLC
5648 Hogen Hill Terrace
Rockville, MD 20853
office: 301-318-8356
jlphillips2@verizon.net

Membership: Full
Category: Business Consultants

Kathy Fowler Silverstein

On The Marc Media
155 Gibbs Street
Rockville, MD 20850
office: 301-545-0108
cell: 410-963-2345
kathleen@onthemarcmedia.com
www.onthemarcmedia.com

Membership: Full
Category: Video Production, Public Relations

Vicki L. Porter

Long & Foster Realtors
4701 Sangamore Rd.
Bethesda, MD 20816
office: 301-325-2965
fax: 301-229-4015
cell: 301-325-2965
vicki.porter@lfn.com
www.vickiporter.net

Membership: Full
Category: Real Estate, Senior Services, Bridal & Wedding Services

Leah Nichaman

Everyday Money Management, LLC
25 Harvard Court
Rockville, MD 20850
office: 301-801-2294
fax: 240-403-7137
leah@everydaymm.com
www.everydaymoneymangement.com

Membership: Full
Category: Financial Services, Senior Services

Continued on next page

Sara Khetarpal

Advent Business Solutions
1010 Rockville Pike, Ste 530
Rockville, MD 20852
office: 240-505-7020
www.advent-solutions.com

Membership: Full
Category: Business Services

Judy Miller

Azure Communications
17957 Ashton Club Way
Ashton, MD 20861
office: 240-723-5031
jmiller21703@aol.com

Membership: Associate
Category: Writing & Editing

Gail Gaspar

iDecide Coaching, LLC
10713 Goldwood Circle
Potomac, MD 20854
office: 301-299-6571
fax: 301-299-6571
gail@idecidecoach.com
www.idecidecoach.com

Membership: Full

Floria McGuckian

13201 Foxden Drive
Rockville, MD 20850
office: 301-762-0386
cell: 240-447-6999
floria.mcguckian@gmail.com

Membership: Full
Category: Art

Marni Dacy

MemberCar
227 Derwood Circle
Rockville, MD 20850
301-738-0061
cell: 240-731-2305
marni@membercar.com
www.membercar.com

Membership: Full
Category: Automotive

Sheryl DeLuca

Nixon & Vanderhye, P.C.
901 N. Glebe Road, 11th floor
Arlington, VA 22203
703-816-4000
fax: 703-816-4100
cell: 703-472-6304
sld@hixonvan.com
www.nixonvan.com

Membership: Full
Category: Legal Services

Nancy Lambros

Silpada Designs
28635 Kemptown Road
Damascus, MD 20872
301-520-5100
cell: 301-520-5100
nlambros@comcast.net
www.mysilpada.com/nancy.lambros

Membership: Full
Category: Jewelry

Ileana Turner

Mary Kay Studio
15 Brighton Terrace
Gaithersburg, MD 20877
301-518-2405
iturner@marykay.com
www.marykay.com/iturner

Membership: Full
Category: Beauty and Image

Amy Schwartz

Just Call Amy
310 Tannery Drive
Gaithersburg, MD 20878
240-505-4765
amyschwartz@justcallamy.biz
www.justcallamy.biz

Membership: Full
Category: Interior Design

Jennifer Swalwell

Serenity Zone Medical Spa
3225 Spartan Rd.
Olney, MD 20832
301-570-6245
Jennifer_Swalwell@hotmail.com
www.serenityzone.com

Membership: Full
Category: Health & Wellness

Dave Viertels

Envoy Mortgage
7700 Old Georgetown Rd., Ste 550
Bethesda, MD 20814
office: 240-223-1916
cell: 202-669-2889
dviertels@envoymortgage.com
www.daveviertels.com

Membership: Full
Category: Real Estate

Marsha Smith

MSS Concierge of Maryland, LLC
P.O. Box 115
Olney, MD 20830-0115
Phone: 301-529-9003
Cell: 301-529-9003
Fax: 301-570-3090
www.mssconciiergeofmaryland.com

Membership: Full
Category: Business Services

Maureen Levy

Zoom, Inc.
1 Laurel Leaf Ct
Potomac, MD 20854
Phone: 301-299-7155
Cell: 301-346-6076
Fax: 301-299-7166
Email: maureen@zoominc.org
www.zoominc.org

Directory Category: full
Business Description: Interior Designer

Ellen R. Cohen is a free-lance writer and editor whose "editorial advertising" help her clients advertise their goods and services in a variety of ways. She can be reached at (301) 984-7444.

Ellen Cohan

by **Ellen R. Cohen**

Described as "a strong problem solver and strategist with a business background and a graduate degree in business," Ellen Cohan is a "lifelong entrepreneur." After earning her MBA, she went into her dad's manufacturing business and learned a great deal by working her way up from the ground floor to the executive suite. She went on to work in her husband's business as the Executive VP and eventually opened her own marketing consulting business. Wanting a new challenge, Ellen returned to school so she could create a business based on her love of photography.

"However, after many years, I realized that I wanted more," says Ellen, who last year started a home improvement/handyman business, Just Right Handyman, with Chip Marsh, whose background includes 30 years in the building and remodeling industry, doing everything from laying brick to managing all of the production for a top remodeling company. Chip's back in the field and loving it, while Ellen runs the business, does the marketing, and serves as business manager.

Just Right Handyman "keeps your house functioning and looking the way you want it to." says Ellen.

"We do all those things that you can't do yourself but that are too small for a contractor." For example, they can install towel bars, caulk showers, hang pictures, do drywall repairs and weatherproofing, fix leaks, do light carpentry, plumbing and cement/concrete/brick work, and more. "These may be small jobs," says Chip, "but when they are your job, they are important." Ellen knows how hard it is to find a craftsman you actually don't mind working in your home. Her goal is to raise the bar in this industry by providing integrity, skill and professionalism.

Still going strong since 1995, when Ellen launched Ellen Cohan Photography, Ellen has specialized in creating women's portraits for business and personal use. "I only photograph one person at a time, so I can devote all my energy to that person," says Ellen. The results are excellent, as so many WBO women have discovered.

Ellen, who also loves horses, enjoys the horse photography she does pro bono as part of her work on the development committee of Days' End Farm Horse Rescue, a nonprofit organization that

rescues and rehabilitates abused or neglected horses for eventual adoption.

Finally, Ellen is also on the founding board of a new nonprofit, Transformations: Changing Lives by Design, which helps underprivileged single mothers make their dwelling a real home. Several WBO members are involved in this enterprise, including its founder, Bethany Portner.

A WBO member since 1991, Ellen likes WBO's camaraderie, which "keeps me stimulated and energized. I'm involved in so much," she says, "and I love it." Another important area for Ellen is "giving back and doing good for people. I've always believed in giving back to the world," she says. "Whether it's through business or through nonprofits, it's giving back that is important."

If you have a need for professional photographs or for someone to do those odd jobs that you have neither time nor expertise to do, call Ellen Cohan at (301) 933-0331. You may also e-mail her at elcohan@aol.com and visit www.ellencohanphotography.com or www.JustRightHandyman.com.

Stacy Rabinovitz, LMT

by **Ellen R. Cohen**

Stacy Rabinovitz “wears many hats,” to paraphrase the old saying. A licensed esthetician for 15 years, she is also a certified massage therapist (13 years). In fact, she was the first person to be certified in Maryland for massage.

Licensed by the State of Maryland as an esthetician, Stacy is able to do facials, specific treatments, waxing and makeup. Her makeup line, Jane Iredale Mineral Makeup, a pharmaceutical grade, is hypoallergenic and chemical-free. It is so gentle and pure that dermatologists and plastic surgeons use it for their chemical peel patients. Her skin care line from Sothys, a well-respected French company, is a professional skin care product line.

Stacy’s clients have skin issues with dehydration, wrinkles, aging, sun damage, and acne. During a facial, she will cleanse, do extractions (for blackheads, whiteheads, ingrown hairs), nourish and protect your skin.

As a certified massage therapist, Stacy offers Swedish, Deep Tissue, Connective Tissue, Seated and Oncology massage, as well Reiki and Active Isolated Stretching. Knowing the benefits of massage as a way to relieve stress, anxiety and pain, Stacy also relies on massage to increase circulation, speed up recovery from physical exertion, and aid in increasing comfort and well-being for oncology patients who have cancer or who are now in remission. Stacy is also a certified Reflexologist.

Stacy, who has a studio in her home, says, “When you’re here, it’s all about you.” What motivates Stacy? “I love helping people,” she says. A breast cancer survivor soon celebrating her fifth cancer-free anniversary, Stacy donates a portion of her profits to agencies that promote breast cancer research, education and support. She also does a great deal of charity work for a variety of other organizations, collecting food for Manna, Rainbow Shelter, and NCCF (National Center for Children and Families). She collects knitted scarves, mittens, and gloves for the Original Pancake House breakfast for the

homeless on Christmas morning. Stacy also flips pancakes for this event.

When she is not busy with skin care, massage or volunteering, Stacy likes to read, get together with friends, cook and spend time with her husband, Mike. Born and raised in Montgomery County, she first joined WBO in 1997 and is currently trying to form a team for the Susan B. Koman Walk on June 4th.

“Massage is part of health care. People view massage and skincare as luxury items, but they should be part of your health and well-being program. My practice, Relax, Renew and Rejuvenate Massage and Skin Care, offers you a safe, quiet, comfortable space to relax, heal and rejuvenate your body, mind, emotions and spirit,” says Stacy. Call Stacy Rabinovitz at (301) 881-9049 or email her at stacy@stacyshands.com. You may also visit Stacy’s web site at www.stacyshands.com.

Renee Burcin

by Ellen R. Cohen

Renee Burcin, a new WBO member, joined our group just this past year. With a background in sales and advertising, she calls our networking lunches “a great way to participate and find more businesses that my company can help.”

Renee is an outside sales rep who has her own individual customers. As an account executive associated with Print 1 Printing and Copying, she spends most of her time working to bring in new businesses for Print 1. Located in Bethesda on Bethesda and Woodmont Avenues, Print 1 is a full service printing business. Renee concentrates on business-to-business sales, working directly with associations, schools, camps, trade shows, people who do mailings several times a year, people who do events requiring invitations, programs, etc., and working to augment the house accounts that Print 1 has had for years.

“We do everything that’s considered true custom printing,” says Renee. “We don’t do promotional products -- just ink

on paper items and the printing, copying and mailing associated with these projects.” Print 1 can create print items from business card size to poster size. They do post card mailings, newsletters, invitations, programs and more. There is a huge variety of options, including different papers, different colors, different print colors, etc. “One of our huge presses does 5-color printing,” says Renee. “We can help with all of your business needs.” There is even a separate graphic design department that can help you or completely create the design.

“A great deal of training for what I now do consisted of on-the-job learning,” says Renee, but that was easy because she had been in sales for 10 years before and had done some advertising type sales, including years spent with Yellow Book. “I have always done a great deal of cold calling, setting up appointments, and meeting with customers,” says Renee. “My work with Print 1 is an outgrowth of all that.”

What does Renee like best about what she does? “I like meeting people and then seeing the finished product that I have helped the customer to create. Even when I have to help a

customer at the 11th hour, it’s great to see the nice product that develops. I have a lot of customers who thank me all the time.”

Renee calls WBO members “friendly and outgoing.” She finds events easy to attend and likes participating in our networking meetings. A third generation Washingtonian, Renee notes that her parents were high school sweethearts at Montgomery Blair. When she is not working, Renee likes to travel “to the islands and the beach” and also enjoys gardening. Her parents have a house at Bethany Beach, so she goes there frequently. She has a 14-month-old grandson and spends a great deal of time with him.

“I enjoy helping my customers save time, effort and money. When I assist them with projects and printing, they have a nice product that they’re proud of when they’re finished,” says Renee.

If you need help with any type of print-on-paper project, call Renee Burcin at 301-760-0810. You may also email her at renee@print1.com.

The Dirty Dozen vs. The Clean 15

By Suja Ali, Keys to Wellness, LLC

This sounds like a movie title but in reality, “Dirty Dozen” and “Clean 15” refer to lists of fruits and vegetables which are deemed high in pesticides (“Dirty Dozen”) and which kinds of produce are lower in pesticides (“Clean 15”), thus making it safe to eat non-organic versions from this latter list.

Dirty Dozen – the twelve most contaminated fruits and vegetables

Celery
Peaches
Strawberries
Apples
Domestic blueberries
Nectarines
Sweet bell peppers
Spinach, kale and collard greens
Cherries
Potatoes
Imported grapes
Lettuce

Clean 15 – outer skin prevents and/or minimizes pesticide

absorption
Onions
Avocados
Sweet corn
Pineapples
Mango
Sweet peas
Asparagus
Kiwi fruit
Cabbage
Eggplant
Cantaloupe
Watermelon
Grapefruit
Sweet potatoes
Sweet onions

During the farming process, a mixture of chemicals (pesticides) is applied to crops to reduce spoilage caused by insects, weeds and diseases. While government agencies (EPA, FDA, USDA) set standards on how much pesticide use is acceptable in farming, growing research shows that exposure to even small amounts over time can lead to long-term ill effects. There are three ways in which toxic chemicals enter one’s body: ingestion, inhalation and absorption. Eating foods laced with pesticides is one of the ways to introduce toxins into the body. Chronic toxicity is the repeated long-term exposure to small amounts of toxins. Scientists have linked chronic toxicity with diseases such as cancer, birth defects, ADD/ADHD and other genetic changes that may not show up for years. Thus, we can reduce our chances of facing long-term health consequences by minimizing our exposure to pesticides, especially those found in produce, by buying organic versions of the produce in the “Dirty Dozen” list. According to research, one can reduce pesticide exposure by 80% simply by shopping for organic produce from the “Dirty Dozen” list. Research has found that people who eat five non-organic versions of the fruits and vegetables a day from the “Dirty Dozen” list consume an average of 10 pesticides a day. Those who eat the same number of non-organic fruits and vegetables from the “Clean15” list ingest fewer than

two pesticides daily. The items found in the “Dirty Dozen” list have thinner skin and tend to absorb pesticides used in farming more readily than thicker-skinned fruits and vegetables.

Rinsing produce helps reduce pesticide ingestion, but it does not eliminate it. Peeling the outer skin of produce is another way of minimizing the ingestion of pesticides, but unfortunately valuable nutrients that are found in the skin are also lost when peeled away. Eating a variety of fruits and vegetables is an important way to maintain good health. Instead of avoiding “Dirty Dozen” produce, consider buying organic versions of these items to minimize pesticide exposure.

Suja Ali is the Founder of Keys to Wellness, LLC, a health and wellness consulting business that helps people reach their health and wellness goals in the shortest amount of time. Suja can be reached at seali@verizon.net, 301-257-9294, or www.KeysToWellness.biz.

WBO MC Board of Directors: Nominations!

Nominations are open for next year’s WBO Board of Directors. Positions include Secretary, Program Chair, Publicity Chair and Membership Chair. Elections will be at our June 16, 2011 meeting. All terms begin September, 2011. Please submit your nominations to Carolyn Bruna by June 10, 2011. cmbruna@aol.com.

Budgeting for Your Website / Blog

By Tracey Holinka, Chaos To Clarity LLC

When you're thinking about a budget for your web project, you should factor in the 4 distinct phases of creating a successful web presence: web strategy, content creation, website / blog design & development, and maintenance.

Strategy

Websites, blogs, social networks, social media—there are lots of options these days and developing a strategy for your business or professional web presence is essential to success. You need:

- A web presence strategy that takes your goals, audience, and market into account.
- A web project plan that fits your available time, skills, and budget.
- A content strategy for sharing your story and message across the Web.

Developing a web presence strategy, project plan, and a content strategy can feel overwhelming--and getting input from web professionals early on will make your life easier in the long run. Professional input provides a reality check on project feasibility and costs, as well as giving you a basic understanding of what to expect going forward.

Content

Having a compelling brand story and shaping your message for the Web will both promote and legitimize your business, organization, or professional reputation. Your web presence let's

people know what you have to offer, sets you apart from the competition, and makes sure people can find you when they search the Web. Your content (text, images, video or audio) must shine while adhering to search engine friendly practices.

Website Design: Template vs. Custom

Start with your business needs, and then think about what you'd like to be able to do with your site, how much it needs to look a particular way to reflect your brand, and how much you are going to invest in your web project. You should definitely consider what your target audiences want and expect on the Web, as well as taking a look at your competition.

A template can give your website a stylish professional look, but you have less control over the functionality and look of your site than you do with a custom design. Your content will have to conform to the template's features and presentation—but quality content rules on any site. Life is all about trade-offs, and if your budget is limited a template site with great content might be the way to go.

A custom website design, on the other hand, allows you much more say about how your site looks from the beginning to the end of the design process. A custom solution also allows both designer and

developer a lot more flexibility—which can translate into unique marketing and branding solutions based on your strategy. A custom designed site also allows the developer to create unique features. If your clients are web-savvy they may appreciate a custom design and be more likely have a good perception of your business when your site is more sophisticated. Or they may not even care—there's no substitute for knowing your audience. Again, template sites offer cost-effective solutions and custom designs give you the most control over your look and features. Strong strategy and content are essential for any site, no matter how it is created.

Maintenance

Your website will require attention to keep it running smoothly whether it runs on software, such as WordPress, or needs code updates to deal with web browser changes. Plan to review your website twice a year to make sure it still supports your goals and speaks to your audience. If your website / blog is critical to your business, then consider purchasing a yearly maintenance plan to keep it running smoothly.

Tracey Holinka, MS, is a co-founder of Chaos To Clarity LLC, a web service and education company that guides small businesses and solopreneurs through the transition to a successful business web presence. She blogs at: www.ChaosToClarity.com

Featured Quote:

"I feel that luck is preparation meeting opportunity."

Oprah Winfrey

Marketing Minutes & Member Connections

WBO members are encouraged to send business related announcements, contacts made through other members, or press releases to the Networker for inclusion in the following month's newsletter. Email them to the Editor at themindfulnesscenter@gmail.com – deadline is the first of each month.

Let's Hear You Roar About Your Business or Another WBO Member!



HEAR ME ROAR!!

We want to hear your ROARS! Tell us about your recent significant business accomplishments such as awards, presentations, media appearances, and publications. These news clips will be published for all to see in "The Networker"!

Name: _____ Business: _____


■ Member-To-Member Discount Program

Each WBO member in good standing is entitled to take advantage of the discounts offered by participating WBO member businesses, whose names and discount offers are listed on the WBO website (www.wbo-mc.com/member-of-the-month). There is no obligation to participate, but members who do participate will benefit from added promotional and advertising opportunities and increased business from their fellow WBO members. Discounts are at the discretion of the participating business, but we ask that the discount be one that is not offered to the public generally. WBO makes no representations or warranties with respect to any of the goods or services offered by participating members, and reserves the right to modify or terminate the program at any time.

Member-to-Member Discount Program Application available online at www.wbo-mc.com/member-of-the-month



CUSTOMFITNESS
SPECIALIZING IN BABY BOOMER FITNESS, POST REHAB & YOGA



LAURA BRADFORD
CERTIFIED PERSONAL TRAINER

10001 RENFREW RD.
SILVER SPRING
MD
20901

240 **723 6904**
laura_b_fit@hotmail.com

NEXT TRAINING SESSION

DATE: _____

TIME: _____ : _____ AM PM

PLACE: _____

WBO Committee News & Community Events

WBO sponsors several events each year to assist members in promoting their business and to continue our community involvement. If you have a community event of interest to members, e-mail details to wbo@wbo-mc.com

■ WBO Publicity Committee

Free Promotion for Your Business on Facebook:

Do you want another great perk for being a member of WBO? Here is a great one. Each week we are going to feature one business owner on our WBO facebook page. That is more eyes seeing your name and your website. If you would not like to be featured contact, our publicity chair Ngina Shulman at info@arborhealing.com.

■ Promote Your Business at WBO Meetings

Bring a door prize to a meeting such as a free sample of your product, a discount on your services, or a gift item—this is a great way to publicize yourself and your business to the WBO community. Your donation will be acknowledged when we draw from business cards for these prizes and you will have the opportunity to give a brief description of your business or services immediately before the drawing.

■ WBO Communications Committee

Advertise your business in the Networker! Rates for the Networker are a true bargain (see the last page of this issue), so take advantage of this low-cost way to advertise your business!

Also, if you have an event, news or any item of general business interest, send it in for publication in the Networker and in our e-mail broadcasts. We also will publish in the Networker, on a space-available basis, general articles written by WBO members. Contact Deborah Norris at TheMindfulnessCenter@gmail.com for more information.

WBO MEDIA LINKS

The new WBO website is up and running at our website location: www.wbo-mc.com. The site is informative and user-friendly, including an improved member directory, downloadable membership applications, Member-to-Member discount information including links to participant's websites, event registration capability, a brand-new "Member's Blog" and much more. The new site is part of our commitment to enhance communication with our members and provide exposure for WBO and our members' businesses via the web and the all-important web-based social media. If you are interested in contributing to the blog, writing a testimonial, or simply sharing your story about why you joined WBO and what you get out of it, please contact Carolyn Bruna at cmbruna@aol.com or Susan Potter at spotter@presspotterlaw.com. It's a great way to share your expertise, share your story and give your company exposure.



Vicki Porter REALTOR®

Cell: 301-325-2965

Office: 301-229-4000

Fax: 301-229-4015

E-Mail: vicki.porter@LNF.com

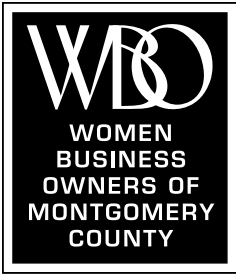
Website: www.vickiporner.net

4701 Sangamore Road

W.C. & A.N.
MILLER
REALTORS®

A Long & Foster Co.





PO Box 1281
Rockville, MD 20849-1281

301/365-1755
wbo@wbo-mc.com
www.wbo-mc.com

ADVERTISING with WBO

WBO welcomes display advertisements for the Networker. We distribute over 250 copies each quarter to both members and non-members. Deadline for submissions is the first of each September, December, March and June. Only camera-ready artwork is accepted. Mail copy and payment to WBO Networker Ads, PO Box 1281, Rockville, MD 20849-1281. 20% discount for four consecutive issues.

Single Business Card Size

(3½" x 2")
\$35 per issue WBO Members
\$45 per issue Non-members

Double Business Card Size

(3½" x 4")
\$50 per issue WBO Members
\$60 per issue Non-members

Half Page

(8½" x 5½")
\$75 per issue WBO Members
\$85 per issue Non-members

Back Page

(8½" x 5½")
\$85 per issue WBO Members
\$95 per issue Non-members

Full Page

(8½" x 11")
\$100 per issue WBO Members
\$110 per issue Non-members

Is the address label on your WBO Networker correct? We try to keep our mailing list up to date, but we are human . . . and sometimes people change their contact information without letting us know. To make sure you receive your Networker promptly, check your mailing label now. If it's not correct, please leave a message at 301/365-1755.