



Networker

President's Message

Dear WBO Members and Friends,

The beginning of a new year is traditionally the time to reflect back on the achievements of the prior year and set goals for the coming year. Looking back at 2010 for WBO, I am extremely proud of our accomplishments. We continued forging relationships with other business groups in the area, participating in joint events and cross-promoting each other. This culminated in the first-ever Power Conference in September. This event brought together hundreds of businesswomen from DC, Maryland and Northern Virginia for an amazing day of seminars, panel discussions, networking and a huge business expo.

2010 was also the year in which WBO celebrated its 30th anniversary, which makes us one of the longest continuing networking and support groups for women business owners in the region. We threw ourselves a 30th Birthday Party in September and invited some of the founding members to come install the new Board.

Also in 2010, we listened to your feedback and began devoting more of our monthly meetings to networking. I must admit, the energy of our lunchtime networking meetings has been incredible. WBO also gave back to the community by participating in a 5K to raise money for the Maryland Special Olympics and in just two months we collected over 70 pounds of food for Manna Food Center to help feed the growing numbers of hungry families in Montgomery County.

Looking ahead to 2011, my goals for WBO are to continue attracting new members, retaining long-time members, getting more members involved in the organization, participating in more community service and charitable projects, and solidifying our partnerships with other business and women's groups in the area. Needless to say, I'm looking forward to an even bigger and better Power Conference in 2011. I am also excited about the imminent launch of our brand new WBO website in 2011, which will enhance our ability to provide valuable information and business resources to our members and the community. By the way, if you haven't already done so, make sure you check out and "like" the Women Business Owners of Montgomery County Facebook page!

I encourage each of you to resolve for 2011 to maximize your membership in WBO by taking advantage of the many benefits our group offers, including:



JANUARY 2011

UPCOMING EVENTS

WBO MC Networking Lunch:

February 17, 2011

11:30 am-1:30 pm

The Legacy Meeting Center
1775 Rockville Pike

Rockville, MD

\$25 members, \$35 guests early
registration (ends 10/18/10)

\$35 members, \$45 guests regular
registration

Register at [http://wbonetworking.
eventbrite.com](http://wbonetworking.eventbrite.com)

WBO MC Networking Dinner:

**Cash Flow for Business
Growth in 2011,
by Lurdes Ramos**

January 20, 2011

5:30-8:00 pm

Mykonos Grill

12 Congressional Lane
Rockville, MD

\$25 members, \$35 guests early
registration

(ends 10/18/10)

\$35 members, \$45 guests regular
registration

Register at [http://wbonetworking.
eventbrite.com](http://wbonetworking.eventbrite.com)

*Sponsored by Meridian Management
Group, Inc., providing financing for
emerging small businesses in Maryland.*

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

Bulls Eye 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, MOT, 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!

Kate Campbell Stevenson – Full Member

Women: Back to the Future
12122 David Dr.
Silver Spring, MD 20904
office: 301-622-1588
cell: 301-442-0757
kcamstev@aol.com
www.katecampbellstevenson.com

Category: Entertainment

Description: One woman musical motivational program for conferences, conventions, keynote, government, college, community organizations.

Mary Khananayev – Full Member

GVK Company
9722 Holmhurst RD
Bethesda, md 20817
cell: 240-505-2621
mary_khananayev@hotmail.com

Category: Video Production

Description: Produce and edit various types of video for broadcast, corporate and associations.

Cynthia Lett – Full Member

The Lett Group
13116 Hutchinson Way, Ste 100
Silver Spring, MD 20906
phone: 301-946-8208
fax: 240-371-0080
cell: 240-893-9469
etiquettepro@gmail.com
www.lettgroup.com

Category: Educational Services & Products

Description: Training and consulting services in business etiquette and international protocol. Self-study business educational products.

Fran Abrams – Full Member

The Art of Polymer Clay
15004 Emory Lane
Rockville, MD 20853
phone: 301-758-8898
fax: 301-460-6971
fran.abrams@gmail.com
www.franabrams.com

Category: Art

Description: I create colorful, unique three-dimensional art that will enliven the walls of your home or office.

Ellie Kleinman – Full Member

Arbonne International
6436 Windermere Circle
Rockville, MD 20852
phone: 301-806-3799
email: ekarbonne@aol.com
www.realize.myarbonne.com

Category: Beauty & Image; Health

Description: Offering Swiss formulated results-oriented, botanically-based health and wellness products for skin and hair. Good for everyone.

Karen Walsh – Full Member

KVW HR Solutions
6470 Freetown Road, suite 200-46
Columbia, MD 21044
phone: 410-988-2564
cell: 410-206-9701
email: Karen@kvwhr.com
www.kvwhr.com

Category: Business Services

Description: We provide best-practices HR support to companies to maximize access to human resources support while managing the associated overhead costs.

Dona Deutsch– Full Member

Deutsch & Associates, LLC
5131 Russett Road
Rockville, MD 20853
phone: 240-723-5870
fax: 301-460-9494

Category: Health & Wellness

Description: I have over 25 years of experience as an employee benefits insurance specialist and can assist clients in navigating the health care reform, wellness programs and HR issues. I am a certified personal trainer, as well as, hold a certification from WELCOA in worksite wellness programming so I am uniquely qualified to assist my clients with integrating employee benefits into wellness programs.

Yun Jung Yang – Full Member

Yang & Ullman, P.C.
11510 Georgia Ave, suite 150
Silver Spring, MD 20902
phone: 301-949-5001
fax: 301-949-5003
yang@yulaw.net

Category: Legal Services

Description: Yang & Ullman, P.C. is a law firm dedicated to the practice of U.S. immigration and nationality law.

Amanda Zeller Manley, O.D. – Full Member

Deutsch & Associates, LLC
The Vision & Conceptual Development Center, LLC
6900 Wisconsin Ave, suite 600
Chevy Chase, MD 20815
phone: 301-951-0320
fax: 301-951-0370
cell: 202-230-7939
drzeller@vcdcwashington.com
www.vcdcwashington.com

Category: Child Services; Health & Wellness

Description: Developing optometry for 0-99+ years. Non-surgical treatment of strabismus, amblyopia, CI, headache.

Mary Florian – Full Member

XactBooks
18109 Darnell Drive
Olney, MD 20832
phone: 240-274-4674
fax: 301-570-9612
email: mary@xactbooks.net; mary@florian.org
www.xactbooks.net

Category: Accounting & Financial Services

Description: Bookkeeping for small businesses.

Rhonda Gimbel – Full Member

LTC Professional Insurance Group
10533 Prairie Landing Terrace
North Potomac, MD 20878
phone: 301-294-0641
fax: 877-722-1026
email: secureyourfuture@comcast.net
www.secureyourfutureadvisors.com

Category: Insurance

Description: Life and health insurance advisors with a specialty in both disability and long-term care insurance.

Renee Burcin– Associate Member

Deutsch & Associates, LLC
Print 1 Printing & Copying
4710 Bethesda Avenue
Bethesda, MD 20814
phone: 301-652-0456
fax: 301-907-6620
cell: 301-760-0810
email: renee@print1.com
www.print1.com

Category: Printing & Copying

Description: A full service printer, providing printing, copying, and mailing services. Our goal is to build a solid business relationship with our customers. We invite you to discover how Print 1 can give you the competitive advantage.

Marsha Stein – Full Member

Marsha Stein & Associates
6431 Earham Drive
Bethesda, MD 20817
phone: 301-530-0339
fax: 301-530-0065
cell: 240-606-8223
email: marshastein2003@verizon.net
www.marshastein.com

Category: Psychotherapy & Counseling

Description: Licensed Psychotherapist; individual, group/couples, corporate communications speaker/trainer.

Laura Rhode – Full Member

What A Party! Promotions & Apparel
2113 Carter Mill Way
Brookeville, MD 20833
phone: 301-938-3775
fax: 301-570-9323
email: laura@whatapartyevents.com; laura@whataparty.biz
www.whatapartyevents.com; www.whataparty.biz

Category: Advertising & Promotional Products

Description: Your promotions specialist. Imprinted apparel, promotional items, corporate & social event planning.

Martha Holdridge – Full Member

West Wind Farm
7209 MacArthur Blvd.
Bethesda, MD 20816
phone: 301-229-2813
fax: 301-229-0910
cell: 301-346-4558
email: Martha@westwindfarm.biz
www.westwindfarm.biz

Category: Food & Food Services; Health & Wellness

Description: Our healthy "Mountain Pastured Beef" is 100% grass-fed in West Virginia and direct marketed in Maryland. See our website for more information.

Mary Khananayev

by Ellen R. Cohen

Mary Khananayev specializes in video production and post-production (i.e., editing). She and her husband, Grigory, own GVK Company. Mary works on video productions for corporate clients, associations, and organizations while Grigory does licensing and programming sales between Russia and America.

Mary enjoys creating videos for special occasions, such as club anniversaries or events featuring a special person's life or family story. "I've edited videos about Jewish immigrants, Holocaust survivors, and Civil Rights Era family stories," says Mary. "We take photos, and then mix in archival footage and interviews. I love to see people who have made it to the top. Tribute videos of successful people who have achieved their goals are inspiring." Life stories are her favorite kind of video production, but Mary has also done news stories for the State Department and a variety of corporate videos.

Mary has a Bachelor of Science from the University of Texas at Austin. Specializing in radio, television and film, she came up on the "government career ladder and worked as a computer analyst, focusing on database design for ten years." Later, when she had children, she was lucky enough to be able to work from home doing video assignments and documentary work. Ten years ago, she began accepting freelance assignments and now concentrates on post-production work. "I can produce, do the camera work and the post-production work as well," says Mary.

Post-production work is done after the filming is completed. "We put all the pieces together, do the editing, level the audio, select appropriate sound bites, etc. Some of this can be slow going, and often getting the story is not easy. However, once you get the show together, it becomes exciting and an enjoyable challenge," says Mary, who has lately been doing short human-interest pieces for corporate groups.

Mary joined WBO this year after having attended some previous meetings. She believes that interacting

with other women is important for someone like herself who is self-employed and working from home. She particularly enjoys the social aspects and the networking, and hopes to learn ways to better manage the ebb and flow of her business.

Mary was born in Texas; her father was in the Army, so the family lived in many different places. She has been in the DC area since 1987. Mary's two daughters, 15 and 17, and her husband, a news cameraman with an unpredictable schedule, keep her busy. She likes reading, playing Scrabble and walking her dog, Jack.

If your organization is considering video production as a way to publicize, advertise, or document your organization or company's history, call Mary Khananayev at 240-505-2621. You may also send an email to mary@gvco.com.

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

Lurdes M. Ramos

by Ellen R. Cohen

Lurdes M. Ramos, a banker with Sun Trust Bank for 24 years, is a vice president of her organization. She has an accounting background and an MBA. Currently a business banking relationship manager, she deals with small businesses from start-up to those with revenues of up to five million dollars. Her typical client has a small business in the Washington, DC area and revenues of just over one million

dollars. Lurdes' clients come from a broad range of people. They may be government contractors, professionals, technical businesspeople, retail salespeople, etc.

With her extensive banking experience, Lurdes knows the bank and how to help her clients. When she meets with a client, she listens carefully, focusing on cash flow and how to help her client get the most out of his business. "If there is no cash flow, there is no business," says Lurdes, "so my job is to tailor a plan by using Sun Trust solutions to

maximize my clients' cash flow. When cash flow is used properly, revenue, profitability and margins increase. Clients then have stronger balance sheets and good income statements. My job is to be a consultant to the business and to make sure I understand what my clients need to be profitable in the long run."

What's the best part of Lurdes' job? "I get to talk to many people with many different backgrounds. As a banker, I don't have the vision that my clients do. I love to hear how owners decided

Continued on next page

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to go into business for themselves and take that level of risk.

This is Lurdes' second year as a WBO member. She" likes the fact that its members are all professional women" and believes she can help many of them. "Eventually, I would like to focus exclusively on dealing with women business owners," says Lurdes, who is currently dealing with a broad range of business owners, both male and female.

Lurdes came to the United States from Portugal when she was a teenager. She went to high school, college and graduate school here and has been in Montgomery County for over 30 years. A single mother, she has a son, 11, and deals with many single parents, "helping to organize their financial life." She does this on a pro bono basis, as an effort to "give back." When Lurdes is not working, she likes going to live theater and museums, walking, golf, and going to sports events with her son.

If you need help with banking questions or problems, call Lurdes M. Ramos at 301-461-7163 or e-mail her at lurdes.ramos@suntrust.com.

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Member of the Month: Dec., 2010

Robyn Shrater Seemann

by **Ellen R. Cohen**

Trained in costume design, Robyn Shrater Seemann worked in professional theater for a while, but discovered early on that the life of a costume designer was not for her. She realized that the principles in costume design and graphic design share similarities. She has a talent of taking another's vision, whether a stage director or client, and using her knowledge of visual communication to portray a customized message to the intended audience. She enjoys learning about her clients and working collaboratively with them to achieve their goals. She has been working in graphic design for 10 years and has run her company, RS2Studio, for seven.

Robyn works with a variety of clients, including many non-profits and small businesses. Her clients cover a wide

range of disciplines including professionals, retailers, associations, hospitals, and even sports teams. "I can relate to their needs, and, because I come from an arts background, I know how to work with a tight budget," says Robyn, who does logos, brochures, newsletters, annual reports, packaging, signage, material for conferences, and more. "It's rewarding for me because I learn about all of these areas while providing something worthwhile for my clients," she says. Each client is unique and Robyn works hard to develop a style to match each one's personality and message.

A WBO member for the past "five or six years," Robyn appreciates the effort that our members make while genuinely wanting to help each other. "Everyone is at different stages of their business, but they each provide insight, experience and expertise," she says, adding that she likes that very much.

Originally from Thousand Oaks, California, Robyn went to school at Brandeis University in Massachusetts,

met her husband while at an internship at Center Stage in Baltimore, and lived in Israel for a year. "We came home and looked for jobs in LA or DC -- and here we are, 10 years later," says Robyn. What does she like to do when she is not working? "With two kids, 2 and 5, and a business, who has time for anything else?" she asks.

For a spark of inspiration, call Robyn at 301-576-1441 or e-mail her at Robyn@RS2Studio.com Don't forget to visit Robyn's web site at www.RS2Studio.com and see some of the work she has done for other people just like you.

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

Featured Quote:

"I arise in the morning torn between a desire to improve the world and a desire to enjoy the world. This makes it hard to plan the day."

E. B. White

My Best Co-worker

By Carolyn Bruna, Immediate Past President

An observation about the solopreneurs. We work too hard. No news-flash there. Here's what you may not know: having a dog makes things better. I've been to a lot of people's work places over the years as part of my job doing ergonomic evaluations and I've noticed that people who have dogs have a better outlook on work. No really, people who have dogs in the workspace tend to be more active, less stressed, and report more interaction during the day. Sure, they are interacting with a dog who doesn't talk back (though there have been a few debates about that). However, they are talking to someone who listens. The dog isn't just there to listen – he or she acts as our work timers. Work too long and she'll come barking, pawing, nudging or just plain making a nuisance of herself. That is great! It reminds us to release the keyboard or phone, step away from the desk, take a deep breath, and even have a few laughs.

It is well known that dogs lower blood pressure. No big news-flash here either. However, when you work all by yourself, usually in a closed off room separate from the rest of the house

(after all, you need your peace and quiet), you tend to get really involved in what you are doing. When you do that, you tend to hold your breath. Not so long that you pass out – just enough to slow down your respiratory rate and make you feel tired. Where does the dog come in? Usually with a goofy expression or your best high-heel shoe just in time to keep you from passing out over the keys. So, not only are they good for your blood pressure, but they are also good for your blood oxygenation levels. Laughter or chasing him in absolute hysteria both make you take deep breaths.

Nothing against cats, but they don't mind lounging around all day and only bother you when they want to be fed. Getting up every four hours is not enough movement. Granted, there are some cats that will come and walk on your keys to get your attention more often. Love them! They may very well be as helpful as dogs (but don't tell my dog that).

Don't have a dog? Well, that means you will have to be your own timer.

Stretch, breath, wiggle, and fidget often while at the computer, on the phone, driving, or reading – your body will thank you for it. A lot people tell me that they move often. Every time their body aches they do something to make it feel better. Hate to tell you, but that may be too late. I would highly recommend that you do something every 15-20 minutes to keep the blood flowing -- before your body aches. You'll find you last longer and have a clearer head for all the work that lies before you.

So, should you go out and get a dog? Well, I can't make that decision for you. However, if you were on the fence about it – think about all the health benefits that come from dog cohabitation! And think, very few bosses would let you bring your dog to work with you. Aren't you glad you are your own boss?

My doggy is staring at me, so I better get moving.

Keep wiggling often! Naomi Abrams

President's Message *Continued from page 1*

- Submitting an article for publication in the Networker. Share some of your special expertise with your fellow members or review a book that you found helpful to your business.
- Participating in the Member Discount Program and/or take advantage of the discount offered by a fellow member on a service or product you need.
- Sponsoring a lunch meeting...this is a great way to publicize your business.
- Volunteering to help on a committee or running for office to be on next year's WBO Board. The leadership skills you gain will benefit your business as well.

One easy way to utilize your membership is to pick up the new 2010-2011 WBO Membership Directory, find a new member (or an old member whom you wish to get to know better), and schedule coffee or lunch to discuss possibilities for referring business, teaming on a project or being a resource for each other. More than anything else, the strength of WBO resides in our fabulous members, the diverse businesses that we represent and the resources and support that we provide to each other.

Here's to a successful 2011!

Warmly,
Susan Potter

WBO Founders History

Taken from the 10th Annual GALA booklet, Thursday, October 19, 2006

Called "Women in Business Celebrate Success!"

Pooks Hill Marriott.

"Twenty-six years ago Diane Norcross, the owner of Potomac Minute Maids, felt a need to discuss the ups and downs of entrepreneurship with another woman business owner. Across the hall in the same Rockville office building was Helen Hillstrom

who started and continues to operate Hillstrom Real Estate.

The two women got to talking and decided they were onto something important. They invited 12 other women business owners, including Juanita Ohanian, Ruth Hanessian, Rosemary Ross, Bernice Grossman, Ina Schwartz, Diane West, Peggy Bodine Reese, Sheila Joy, Meg Casey, Lynn Clark, Nancy Garwood and Sue Semones to join them for lunch at the Rockville Ramada Inn. Women

Business Owners of Montgomery County was born.

Just as the original group came together to share experiences, problems, and most importantly, solutions, so do the current members of WBO. We are now more than 200 members strong. We continue to rely on each other to reach and to reach out to new members for the sharing of resources, camaraderie and support."

WBO Media Links

The new WBO website will soon be up and running at our website location: www.wbo-mc.com. The site will be informative and user-friendly, including an improved member directory, downloadable membership applications, Member-to-Member discount information including links to participant's websites, event registra-

tion 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.

WBO Resource List 12/16/10

Books:

World Famous (*about branding*)
Make Your Contacts Count
The Answer by John Assaraff (*about setting goals/visualization*)
The New Rules of Marketing and PR
Book Yourself Solid (*book for introverted people to market themselves*)
Who Moved My Cheese
The Alchemist by Paolo Coelho
The Human Principle
E-Myth Revisited
Good to Great by Jim Collins (*3 book series*)
The Compound Effect (*study of highly successful people and what they do differently over time*)
The Invisible Gorilla
Creating Your Best Life by Caroline Adams Miller (*how happiness and writing goals are related*)

The Success Principles by Jack Canfield
Half the Sky (*women and oppression*)
Rich Dad/Poor Dad
Don't Sweat the Small Stuff, It's All Small Stuff
Unmarketing by Scott Stratten
Make It So You Can Fake It
Motivation

Websites:

Google
Google's lists for organic foods to avoid or buy: the dirty dozen or the clean 15
Mashable.com (*way of keeping up with social networking*)
Hootsuite.com (*organize social networking accounts*)
Haro.com (*help a reporter*)
Replacementsltd.com (*replaces single pieces of china, crystal, flatware*)
New App: grocery IQ (*makes your grocery list*)

Spark.org (*resources for single parents*)
The Economist website
Irs.gov (*resource for small business bookkeeping requirements and non-profit organization requirements—see "stay exempt"*)
OFCCP.gov
Manta.com
Fiverr.com
Economist.com
Pronline.com or rrnewsonline.com (*press releases*)
Kiva.org (*sponsorship*)
Facebook.com
Arganica.com (*organic produce*)
New App: point inside (*maps of tons of shopping centers*)
FreeKibble.com (*free dog kibble to shelters*)
Overnights.com

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: _____

■ Hear Me Roar:

Deborah Norris, Ph.D. Founder and Executive Director of The Mindfulness Center, 4963 Elm Street, Bethesda, MD. 20817

Dr. Deborah Norris recently became Director of the Psychobiology of Healing Program at The American University, in Washington, D.C. This program provides graduates with a certificate in the psychobiology of healing, and an opportunity for internships and other hands-on experience in mind/body therapies.

Dr. Norris, along with colleagues Dr. Paul Wapner, Dr. Sonya Grier and Dr. Evan Berry, recently received an Award and Grant from The American University for development of a program in "Integrative Environmental Studies: Consciousness and the Environment". This is a competitive grant for incubating innovative cross-disciplinary research.

■ 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 will be listed on the WBO website (www.wbo-mc.com) and the Networker. 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.

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.

■ 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.

■ 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.

■ Lunch Sponsorships Are Available

Sponsoring a WBO lunch meeting is a great way to increase your company's exposure and attract more publicity. Sponsorships are available for February, April and June. Contact Susan Potter at spotter@presspotterlaw.com.

JOINT HAPPY HOUR

with

Wheaton/Kensington Chamber of Commerce

Thursday Feb 10, 2011, 5:00 to 8pm.

Light Hors d'oeuvres will be served and Drink specials will be offered.

We are excited for this to be another successful joint event.

LOCATION:

Hollywood East Café

(Located inside of the Westfield Wheaton Shopping Center, Near Door #12)

11160 Viers Mill Rd.

Wheaton, MD 20902, US

Phone: (240) 290-9988

Fax: (240) 290-9989

Contact: Janet Yu

Membership Discounts

All Ways Travel [TRAVEL]

Contact: Wendy Epstein, 301-571-0400, WENDY@ALLWAYSTVL.COM

Discount: Special rates with Hertz, and complimentary membership in Hertz's famous Hertz #1 Club Gold (\$60 value). Call me for the email link to sign up. Hertz discount # is 1874684.

Arbor Center for Acupuncture [HEALTH]

Contact: Ngina Shulman, 301-213-9329

Discount: 30% discount off initial consultation and treatment (\$60 off \$150 fee). 50% discount off initial consultation and treatment for cosmetic acupuncture (\$100 off \$200 fee).

Beth A. Johnson Income Tax Services [ACCOUNTING AND BOOKKEEPING]

Contact: Beth Johnson, EA, 301-949-6338, bajtaxprep@verizon.net

Discount: 15% new client discount for first year of individual year preparation.

Bullseye Coaching [BUSINESS CONSULTANTS AND SERVICES; PERSONAL DEVELOPMENT]

Contact: Nancy Paul, 301-963-5880, nancy@bullseyecoaching.com

Discount: 10% off any life or business coaching service or program.

Caregiving Consultants [SENIOR SERVICES]

Contact: Carolyn Bruna, 301-365-7132, cbruna@aol.com

Discount: As Parents Age, What to Think About, How to Prepare: First Consult Complimentary, then 20% discount.

Chaos to Clarity, LLC [COMPUTERS]

Contact: Tracey Holinka, 202-903-0386, tracey@ChaosToClarity.com

Discount: 20% off digital strategy or web presence/social web coaching (up to 5 hours). 20% off blog design & development (up to \$500). We power your Success in a Digital World™.

Coach Amy Schoen, MBA, CPCC [PERSONAL DEVELOPMENT]

Contact: Amy Schoen, 301-564-9323, CoachAmy@CoachAmySchoen.com

Discount: Get more balance and fulfillment out of life with a complimentary life/business/relationship coaching session and 15% off my coaching packages.

Designer Fabrications [ART]

Contact: Anne Sanderoff-Walker, 301-977-5282, anne@designerfabrications.com

Discount: 15% off the full retail price of in stock hand woven pieces.

Elegantly Invited [BRIDAL AND WEDDING SERVICES]

Contact: Renee LeVine, 301-908-8870, renee@elegantlyinvited.net

Discount: 30% off any order of notecards, invitations, announcements or stationery of 25 or more.

Ellen Cohan Photography [PHOTOGRAPHY]

Contact: Ellen Cohan, 301-633-0331, ellen@ellencohanphoto.com

Discount: 15% off all photo sessions.

Fast-Teks On-Site Computer Services [COMPUTERS]

Contact: Nicole Goharian, 301-765-7655, ngoharian@fastteks.com

Discount: 50% discount on lifetime membership (\$50 value for individuals and \$100 value for businesses). This membership entitles the member to a 20% discount on all services and products.

Hilltop Gardens [GARDENS AND LANDSCAPING]

Contact: Susan Bell, 301-536-5328, susan.bell@starpower.net

Discount: 50% off landscape consultation (value: \$50 off \$100 one-hour consultation).

Just Right Handyman, LLC [HOME IMPROVEMENT]

Contact: Ellen Cohan, 301-946-2009, ellen@justrighthandyman.com

Discount: 10% off all labor.

The Mindfulness Center [WELLNESS AND OPTIMAL LIVING]

Contact: Jacqueline Norris 301-986-1090, themindfulnesscenter@gmail.com

Discount: 10% off of all classes and selected services.

Press, Potter & Dozier, LLC [ATTORNEYS AND LEGAL SERVICES]

Contact: Susan P. Potter, Esq., 301-913-5200, spotter@presspotterlaw.com

Discount: Free initial consultation (1 hour) and 10% off hourly rate for services during 1st six months.

Randi S. Jacobs Mailing Service [MAILING LISTS AND SERVICES]

Contact: Randi Jacobs, 301-656-7465, fax: 301-656-7467

Discount: 10% discount on mailings for WBO members.

Relax, Renew & Rejuvenate Massage & Skin Care [HEALTH SERVICES]

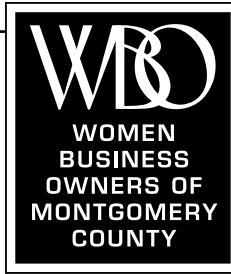
Contact: Stacy Rabinovitz, LMT, 301-881-9049, stacy@stacyshands.com (please put WBO in the subject line)

Discount: Purchase Jane Iredale Make Up foundation, chisel powder brush and hydrating setting spray and receive a free lip crayon (\$10 value); 10% discount for a European facial or a one hour massage (new clients only).

Starpower Fitness [HEALTH SERVICES]

Contact: Laura Levangard, 301-603-7668, laurastarr@starpower.net

Discount: 20% discount off regular rate of \$75.00 = \$60.00/ session to be used at my Silver Spring studio.



MEMBER-TO-MEMBER DISCOUNT PROGRAM APPLICATION

To add your business to the Member-to-Member Discount Program, just complete the information below and return it to Susan Potter via email at spotter@presspotterlaw.com or via fax to 301-913-5205.

Business Name: _____

Contact Person: _____

Email Address: _____

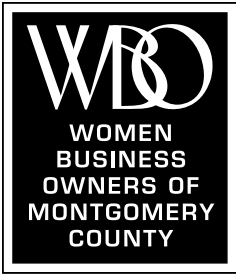
Phone: _____ Website: _____

Discount Offered: Please describe the exact discount you are offering in 25 words or less.

Note: You may change discount to be given at any time. Just email or fax a new signed application.

Authorized by: _____

Print Name: _____ Date: _____



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.