



Networker

President's Message

By Susan Potter

Dear WBO Members and Friends,

I am honored and excited to be stepping up as President of WBO as we celebrate the group's 30th anniversary. Since 1980, WBO members have been meeting monthly to explore the challenges, risks and opportunities associated with developing and expanding a business. For the past 30 years, WBO has provided access to the combined knowledge and experience that women business owners can offer to one another.

The new Board was honored at WBO's 30th "Birthday Party" on September 23 to be sworn into office by two original members of WBO, Helen Hillstrom and Sharon Fountain. As we learned from Helen and Sharon, WBO was established by a group of pioneering women who owned and operated their own businesses at a time when this was an uncommon thing for women to do. These women wanted to create a forum in which they could share information in a supportive environment. Although the original founders probably never used the word "networking," they surely originated the concept.

Over the years, our membership grew and we began to forge relationships with other groups throughout the County and beyond, including the Montgomery County Department of Economic Development, Montgomery College, the Rockville, Wheaton-Kensington and Montgomery County Chambers of Commerce, WBO-Prince George's County, and many others. These relationships and partnerships provide our members with even more resources and access.

Learning, sharing our collective knowledge, supporting each other, "networking" and doing business with each other....these continue to be core elements of WBO's mission 30 years later, at a time when, according to the Small Business Administration, women-owned businesses are far outpacing all other businesses in terms of growth. Clearly the original founders of WBO were ahead of their time!

Here are some more notable statistics about women business owners:

- Women represent more than 1/3 of all people involved in entrepreneurial activity. (Source: *Global Entrepreneurship Monitor (GEM) 2005 Report on Women and Entrepreneurship*)
- The number of women-owned firms continues to grow at twice the rate of all U.S. firms (23 percent vs. 9 percent). (Source: *SBA, Office of Advocacy*)



OCTOBER 2010

OCTOBER MEETING

Guided Networking Lunch

October 21, 2010:

11:30 pm – 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

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

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

WBO BOARD OF DIRECTORS

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NETWORKER

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The Mindfulness Center
TheMindfulnessCenter.com
301-986-1090

Layout & Printing – Rockville Printing & Graphics

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

Welcome New Members!

Mandy Lippman – Full Member

Environmental Cost Efficiencies, Inc.
6605 Paxton Road
Rockville, MD 20852 [note: new address coming soon]
office: 301-770-2007
fax: 301-560-5444
cell: 301-770-0898
mandylippman@gmail.com
www.costefficiencies.com

Category: Business Services
Description: Sales and service of sustainable products: A Big Belly Solar trash compactor distributor and representing IMC water coolers.

Bob Canter – Full Member

Small Biz Village
14444 Rich Branch Drive
North Potomac, MD 20878
office: 301-762-6055
fax: 301-762-1849
cell: 301-928-5818
bob@smallbizvillage.com
www.smallbizvillage.com

Category: Real Estate Services
Description: Consulting and transactional commercial real estate services for the small business owner. We specialize in lease review, provide insight and advice on commercial leases.

Leslie Simmons – Full Member

Focus on Your Vision
7305 Righters Mill Road
Derwood, MD 20855
office: 301-869-9884
cell: 240-620-3494
focusonyourvision@gmail.com
www.getlesliesimmons.com

Category: Accounting & Financial
Description: Business coach/certified QuickBooks advisor. Customized set-up, training, ongoing bookkeeping and payroll.

Johnna Gilchrist – Full Member

Gilly's Craft Beer & Fine Wine
2009 Chapman Ave.
Rockville, MD 20852
Office: 301-770-5515
Fax: 301-770-5514
Cell: 301-661-4612
johnna@gillyscbfw.com

Category: Food/beverage
Description: Craft beer, fine wine, and deli with on-premise license. Have a draft or glass while you eat and shop.

Dushanti Peiris – Associate Member

Sandy Spring Bank
3535 Spencerville Road
Burtonsville, MD 20866
office: 301-774-6400
fax: 301-421-9508
cell: 240-205-2127
dpeiris@sandyspringbank.com

Category: Banking
Description: Community Bank.

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- There are an estimated 10 million women-owned (50% or more), privately-held U.S. businesses, employing more than 13 million people, and generating \$1.9 trillion in sales as of 2008. (*Center for Women's Business Research*).
- Women-owned firms account for 40% of all privately held firms. (*Center for Women's Business Research*).
- Women are more likely to seek business advice—69 percent women vs. 47 percent men. (*Source: American Express*)

Times have certainly changed over the past 30 years. Today, there are a multitude of groups offering opportunities for women business owners and professionals to network and connect with each other. This was demonstrated by the recent "Power Conference—Women Doing Business," which was organized by the Women's Business Consortium, consisting of WBO-MC, WBO-Prince George's County, the Women Presidents Educational Organization and the Women in Business Conference. Over 400 women from DC, Maryland and Northern Virginia came together on September 1st to talk, listen and learn from each other and establish the groundwork for doing business with each other. I personally made dozens of connections at the conference and learned a lot from the amazing women (and men) from both the private and public sectors who ran workshops, gave advice, shared their experiences, participated in panels, sold their products, and generally made themselves a part of the power of partnering. It was an incredible day which we hope will be the first of many to come.

It is my mission as President of WBO this year to continue in the spirit of the original founders of WBO—that is, to provide support, useful tools and information, camaraderie

and a network of like-minded, entrepreneurial women to learn from and to give back to. I want WBO to be "the" organization for women business owners in Montgomery County and the entire metro area...an organization that will contribute significantly to your business growth and personal development.

I'm confident that, with the help of my extremely talented and dedicated fellow Board members, we will achieve that goal. We have a lot of new ideas in the works for the coming year, starting with a fresh new web presence which will include a "member's blog," an enhanced, user-friendly member directory and much more; a series of dinner programs with speakers and topics that will help you take your business to the next level; lunch meetings with a focus on networking; sponsorship and other marketing opportunities and more.

I want to encourage each and every one of you to get involved in WBO as much as your busy schedule permits, whether volunteering for a committee, initiating a community service project, contributing to the new blog, advertising in the *Networker*, sponsoring a meeting, donating a door prize, doing a "Lunch and Learn" workshop, or bringing in a new member. I have always firmly believed that you get out of life what you put into it....whether it's a personal relationship, your business, or a group like WBO. It may be true, as Woody Allen said, that 80% of success is showing up...imagine how much more success you could achieve by doing more!

I'm looking forward to a fantastic year.

Warmly,

Susan Potter

Congratulations To WBO Scholarship Winner

Alena Biagas thanks WBO members at the 30th Birthday Party for their generosity in giving her a scholarship to attend Montgomery College and complete her business degree. Alena Biagas was pursuing her degree when she lost her job. This scholarship will assist her now in completing her degree.

Ellen R. Cohen

by Ellen R. Cohen

"My assignments are extremely varied, which makes what I do new and different all the time," says free-lance writer Ellen Cohen, a former high school English teacher who has been accepting free-lance writing and editing assignments for over 20 years.

"When writing publicity materials and *advertorials* for *The Merchandiser*, I speak with people involved in many different businesses and professions. "I talk to roofers, accountants, decorators, dentists, auto dealers, chiropractors, restaurant owners, real estate agents, mortgage brokers, physicians and more." *The Merchandiser* is mailed to over 800,000 households in Maryland, Virginia and the District of Columbia.

Since last January, Ellen has been working with the *Gazette* newspapers, reviewing and describing homes for sale in Montgomery County. "This is *such fun*," says Ellen, who goes with the realtor to visit each home before writing about it. She then returns to her computer to say as much as she can in 500 words or less.

Using her "teacher skills," Ellen also helps a number of additional clients

with necessary copy editing before they send their professional reports or in-house publications to press. Ellen, who particularly enjoys helping people "write it right," takes pleasure in improving clients' original efforts. Her copy editing clients include a physician who writes medical reports for attorneys; a teacher who does educational testing before submitting her reports to schools; and several clients who are writing books on a variety of subjects and issues.

Ellen joined WBO in 1987, at the recommendation of one of her clients who moved out of the area many years ago. Later, it was Ellen's suggestion that WBO introduce a member in each issue of our newsletter, highlighting that individual's business, background and interests. Thus, the "Member of the Month" column was started in 1988. Ellen is delighted to say that, to date, she has written 254 member introductions in *The Networker*. "That, too, is fun," says Ellen. "It helps me get to know everyone!"

Ellen enjoys the camaraderie of WBO and particularly likes sharing experiences with women pursuing independent endeavors. During her many years as a WBO member, Ellen has served on WBO's Board as Secretary and Publicity Chair. However, she

considers writing the Member of the Month column in *The Networker* her special niche and is happy to devote her continuing efforts to this aspect of WBO's publicity.

When she's not working, Ellen enjoys cooking, baking and entertaining friends for dinner. She and her husband love spending time with their children and grandchildren in New York City and Connecticut. "Empty nesters" with two cats, the Cohens enjoy traveling and have recently returned from a trip to Sweden, Denmark and Norway.

Ellen is conscientious, well organized and extremely attentive to detail. She likes publicizing her clients' services and helping them express themselves effectively in print. The next time you know what you'd like to say but need help putting it together so it gets someone else's attention, call Ellen Cohen at **(301) 984-7444**.

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.

Nancy Paul

by Ellen R. Cohen

After hearing that Nancy Paul is a *life coach*, people often ask, "What's that?" Nancy explains her work by saying, "A coach helps her clients get from here to there." What does that mean? "People are often not satisfied or fulfilled in a particular area of their

life. Whether in business or in their personal life, they are unsure about how to define and then achieve their goals," says Nancy. "My job as a coach is to be an accountability partner while also helping someone achieve more fulfillment in his/her life."

Recently focusing on small business coaching, Nancy is now getting ready to launch her new web site, www.bullseyecoaching.com, and defines

herself as a business and *life coach*. Many small business owners are doing fine; others are not sure whether or not to expand, add additional services, or redefine the mission of their work. Nancy focuses on a mix between clients' business and personal sides, and making sure that both are on a compatible course rather than on a collision course. She works hard understanding clients' values,

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determining what's important to them, developing goals, and helping them define a path to get there. "Coaching evolves over time," says Nancy. "A coach continues to make sure that you are taking the steps you need to take over a long period of time."

Nancy interacts with clients primarily by phone, feeling that this allows her to reach a broader group of people and save time in today's busy world. Because some clients prefer a face-to-face meeting, Nancy does both, depending on people's needs and requests.

Always entrepreneurial, Nancy came to coaching through a variety of different doors. Until two years ago, she was a full-time bookkeeper with her own business. She had also owned a retail store for six years and was involved in country western dance for a long time. "All these areas were related to working with people and helping them succeed," says Nancy. Always interested in social work issues, she realized recently that

a change of career was indicated and that coaching would be a good option.

After intensive classes and training at The International Coach Academy, Nancy became certified as a professional coach. She is also a member of the International Coach Federation (ICF). She likes being involved with her clients "as they figure out ways to get where they want to go." She likes "having an impact" and finds it "gratifying to help people acquire the tools to make the decisions themselves."

A WBO member for almost two years, Nancy "feels energized" after spending time with other business owners. "They help empower me and I feel stronger when I leave the meetings," she says. Born and raised in Montgomery County, Nancy is married, has two small children, and enjoys spending time with friends and family.

Another completely different area of Nancy's coaching interest is working with people who have infertility

issues. Nancy does some coaching for that specific situation and has a separate web site, www.fertility-coach.com. "People get a great deal of help medically because this is a medically based issue," says Nancy. "However, there is an emotional aspect here, too. While many people are affected, it's harder to make those connections, so people feel more isolated and alone." Believing that "the path my life has taken has brought me to the point where I feel I have a lot to offer," Nancy says she is a good listener who likes to help people succeed.

If your business or personal issues are making you less productive, call Nancy Paul at 301-963-5880 or email her at nancy@bullseyecoaching.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.

WBO To Have A New And Improved Web Presence

WBO is working with WBO member Tracey Holinka and her company, Chaos to Clarity, to create a fresh new "web presence" for the organization. Stay tuned for more information on the launch of the new website, which will continue to be found at www.wbo-mc.com. The site will be much more informative and user-friendly and will contain 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 more 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.



The Power Conference

By Carolyn Bruna, Immediate Past President

Wow! What a conference, a Power Conference! Were you there? Over 550 women (and a few savvy men) joined together to enjoy a day of networking, attending dynamite sessions, picking up business resources from a Power Panel, and creating marketing opportunities. It was an awesome success because of the presenters, the panelists, and the attendees, who brought an energy and excitement that filled the air.

The Power Conference, spawned by my actions as WBO President to offer a conference that would bring together women's organizations from MD, Northern VA and DC, was presented by The Women's Business Consortium. Why? Because partnering is the smart way for women entrepreneurs to reach their business goals and the Department of Economic Development in Montgomery County, WBO's great friend and supporter, encouraged us in this partnership. The Women's Business Consortium members are the Women Business Owners of Montgomery County, Women in Business Education Foundation, Inc., the Women's Business Owners of Prince George's County, and Women Presidents Education Organization.

Additionally, the eighteen participating organizations called the Power Partners who got the word out included Success in the City, The Metropolitan Business Council, The Maryland Women's

Heritage Center, Women in Technology, and the African Women's Council.

The day itself was electric. Workshops covered three areas: Business Development and Contacting, Technology and Marketing, and Personal Development for Business Growth. Ms. Sam Horn, bestselling author of POP- Stand Out in a Crowd, delivered a Keynote Workshop that encouraged women to both brag about their own businesses and ask for help to grow their businesses. She set the scene for high-energy networking. PEPCO and WPEO presented a session for women-owned, minority and disabled veteran-owned businesses on staging alliances for Corporate and Government Procurement.

The Keynote Luncheon panel moderated by ABC News Anchor Maureen Bunyan discussed the power and resources for women-owned businesses. Each panelist, an experienced businesswoman, has applied her entrepreneurial talents to promoting women in

business. They were Dr Sharon Freeman, an Economic Development Specialist and author; Dr Sharon Hadary, founder of the Center for Women's Business Research; Cynthia de Lorenzi, CEO of Success in the City; and Ana Recio Harvey, SBA Director of the Office of Women's Business Ownership. Each gave insightful comments and initiatives for women to grow their businesses.

Of course the tradeshow with local businesses was ground zero for networking. The Power Conference provided multiple platforms to develop business through exhibiting, marketing, sampling, networking, sponsorships and advertising. Attendees were able to reach hundreds of prospects at the Power Conference and have asked for its return next year. Please "friend us" on Facebook and check your emails for time and place. And don't forget, you are The Power Conference, so drop us a line with your wish list for what you want to see and whom you want to hear and we will do our best to fulfill your wishes.

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Tech Talk By Tracey Holinka, Chaos To Clarity LLC

11 Steps to Moving Your Computer

If you're moving your computer workspace, across the country or across the room, things can go wrong. The steps below will go a long way towards eliminating aggravation, lost time, and worst of all—lost data.

1. Back up your data. You can never tell when disaster will strike, so before you make any major change to your computer (including installing new software) it is prudent to have a full backup of your data and (preferably) the system itself. If you have a fast connection and a moderate amount of data, online backup can be a great option (and, yes, some services are free).
2. If you're not confident about setting your hardware up again after you move it, get out your digital camera, video camera, or even your cell phone. Take pictures of how things look before you start. Make sure to capture the back of your desktop computer so you'll remember how many connections/plugs are filled.
3. Before you unplug a cable, take a moment to follow it through the (seemingly endless) tangles that can occur and label it carefully. I'm a fan of masking tape folded over the cord, stuck to itself, then labeled clearly. Masking tape sticks best to itself and won't leave your cables messy if you remove it. Fancy labels are fine too—whatever floats your boat.
4. As you remove and untangle each cable, wind it up neatly, fasten it, and bag it if you'll be transporting the cable very far or storing it for any amount of time. One round of untangling is quite enough.
5. DO NOT start plugging your computer in somewhere else until you've set up as many surge protectors or UPSs (Uninterruptible Power Supply) as you need. Then use them.
6. Remember that desktop computers have connections shaped for specific cables, they are often color-coded as well. They should connect easily to your computer. If you have to force it, then something is wrong—wrong cable, wrong cable end, or maybe the cable is upside-down.
7. Be prepared to purchase extension cables if you need them. Most cables come in longer versions, or can be extended.
8. Remember that your new set-up has to be configured to fit your body. Don't conform to your

technology or your space. Make it conform to you. Any and all efforts to create an ergonomically sound workspace are never wasted.

9. Be methodical. Pay attention. Avoid distractions. If you don't work with hardware much, it's even more important to be fully present. The task will go faster and you'll be less stressed out
10. If you feel intimidated, have a buddy. Two heads usually are better than one in these cases.
11. If you won't put it all back together immediately, assume you will forget things. Make notes, take pictures, label, label, label.

Please visit <http://www.ChaosToClarity.com/techtalk/> for bonus links to this column. Have a tech or computer question for this column? Email them to: Tracey@ChaosToClarity.com

Tracey Holinka, MS, is a co-founder of Chaos To Clarity, an education company that teaches you how to have a web presence that does you justice, change your relationship to technology, and get your solo or small business on the web. She blogs at: www.ChaosToClarity.com

Featured Quote:

"The only reason for time is so that everything doesn't happen at once."

Albert Einstein

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!

One of the benefits of WBO membership is to meet fellow businesswomen who offer goods and services that you and/or your business need. If you have used the services of a WBO member and were pleased with the products/services you received, please consider giving that member a testimonial at a WBO meeting AND in the Networker by filling out the Hear Me Roar forms at a meeting.

■ 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.

MEMBER 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.

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.

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).

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.

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 at the online rate (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

SAVE THE DATE FOR THE 2011 WOMEN'S LEGISLATIVE BRIEFING!

WBO is a co-sponsor of the 31st annual Women's Legislative Briefing which will be held on Sunday, January 30, 2011 from 12:30 to 5:30 p.m. at the University of Maryland Shady Grove Campus, 9630 Gudelsky Drive, Rockville, MD.

This event, hosted by the Montgomery County Commission for Women, brings together a distinguished group of experts to discuss important legislative initiatives affecting women and families. Legislation in the upcoming sessions of the Maryland General Assembly and the U.S. Congress will be covered. This year's keynote speaker is Sara Manzano-Diaz, Director, Women's Bureau, U.S. Department of Labor. The Women's Bureau was created by Congress in 1920, the same year women were granted the right to vote. It is the only federal agency exclusively mandated to serve and promote the interests of working women.

Ilene Solomon is WBO's representative to this important event. Ilene's company, 21st Century View, delivers consulting services for "special needs" individuals and their families for academic, recreational and home opportunities. If you have questions about the 2011 Women's Legislative Briefing, contact Ilene at 301-656-0975 or solomonilene@aol.com.

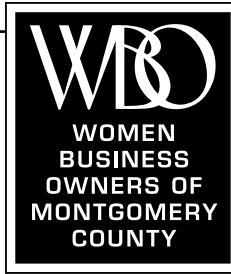
JOIN THE WBO TEAM IN THE ICC 5K RUN/WALK TO BENEFIT SPECIAL OLYMPICS OF MARYLAND

Register today to participate in the ICC 5K Run/Walk and take advantage of this rare opportunity to see the first segment of the ICC by foot before it opens to traffic! Runners and walkers are both welcome. The WBO Team will be meeting at 8:00 a.m. on Oct. 17th to walk/run as a group. Details on our meeting place will follow.

**Click here to register and join the WBO team
or make a donation to support a runner.**

<http://www.kintera.org/faf/home/default.asp?ievent=439972&lis=1&kntae439972=763EE63B29554EF08841750838D337C9>

Our goal is to raise \$1,000 for this worthy cause. A \$25 donation pre-registers you for the 5K; however, additional fundraising is encouraged to meet our goal and to show your support of the thousands of Special Olympics Maryland athletes who will benefit from the event. Families are welcome and encouraged to join in this worthwhile event. For more details, please contact Laura Levangard at Laura@goldstarbakers.com.



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: _____

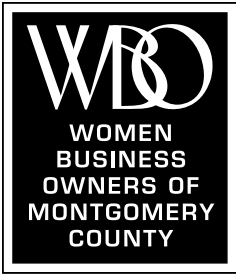
Phone: _____ Website: _____

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 500 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.