



## WELCOME TO WOMEN FOR WOMEN & INSIGHTFUL COMMUNICATIONS...EXPRESSING YOU

Welcome Back!

We're thrilled to hear that so many of you are enjoying the stories, insights and expertise we are sharing in our newsletter!

In this day and age, the beauty of technology is that it's almost **limitless** the lands we cross with our message! How exciting! It wasn't much more than 10 or 15 years ago that I recall creating newsletters *and the like*, the old-fashioned way, by clicking away on the typewriter and physically 'cutting and pasting' pictures to spruce it up... not to mention 'whiting out' and re-typing.... (smile) ... and then weighing the envelope and mailing it... We've come such a long way!

It's good to reflect on days gone by, if just to be **appreciative** of progress and convenience. Although we may not have information serving us fully quite yet, *we're closer than we think*.

I recently read about a phenomenon relating to 'information overload'... We've all been there! One article, from MacLeans (Jan. 21<sup>st</sup>, 2008 issue), was titled "Sshh: Men At Work". The story detailed a pilot project being tested in two of Intel's U.S. sites, called "Quiet Time". It was an excellent message and attempt to encourage **'thinking**

**work'** and creativity. On a personal note, that might just mean 'reading' a good book *or even the newspaper*. So many people run around saying they don't have time, yet everything we do or don't do is a *choice*; and considering new *choices* brings about renewed **energy** and new outcomes!

There are numerous new labels for what many are succumbing to, either fully or in part. In the above mentioned article, they referred to signs of a **'cultural attention deficit disorder'**... Another book I'm reading by Andrea J. Lee, elaborates on **'information fatigue syndrome'**!

I believe what's important to glean from our experiences of today, as well as yesteryear, is to know that we will continue to make progress... albeit with some challenges along the way...

Embracing each step will ensure growing at every turn... *Embracing the 'learning curves' ahead, as generations before us have, will get us all closer to that time when information will serve us better...*

I must say, although I've resisted the fast pace of 'technology' somewhat, I have also learned so much, which I find fascinating. Just recently, a colleague of mine introduced

me to a relatively new virtual **communication** tool that in many ways may be a springboard to new times for us all. What intrigues me the most is the opportunity to connect visually with others via the internet, to be able to call and 'say' your message versus simply typing an email, and to hold on-line meetings where you can actually 'see' and 'hear' one another. There's so much more on a business level too... Most importantly, it's **'connecting people'** more personally again... and it's providing all these tools *and then some*, all in one place and on one platform, for all to afford and experience! Mmmm... Technology!

Change is inevitable...and it's not all bad...!

Pour yourself your favourite refreshment, indulge yourself and print our newsletter off... and take a few minutes to read, **fill yourself up** and enjoy!

Abundant Blessings!

*Warmly,  
Sheri*

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*"Luck? I don't know anything about luck. I've never banked on it... Luck to me is something else: Hard work – and realizing what is opportunity and what isn't."*

- Lucille Ball

*"Don't be afraid of the space between your dreams and reality. If you can dream it, you can make it so."*

- Belva Davis

*Inside this issue:*

Welcome	1
Women For Women Milestones & Mentoring	2
Coaching & Caring the Women Entrepreneur	3
Insights & Expertise from Women Entrepreneurs	4



# Insightful Communications

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Women for Women & Insightful Communications™

## Women For Women ~ Milestones and Mentoring

### Master Mentors is like your very own advisory board!

We meet every 2 months with other like-minded business women. Each chapter maintains a maximum of 8 participants, in order to include and serve all of our members' business needs. Should you wish more info about a chapter in your area, or simply wish to attend as a guest to see what it's all about, contact Sheri directly.

In 2008, we added a new tool to further support our members in aspiring to and reaching their goals. It's our **Visual Story Folder** for 2008! If you've not already reserved a spot to attend a Master Mentors meeting near you, there is still time! We have openings in our new chapter, Don Mills, a couple of spaces in our Georgina Chapter, and in one of our Holland Landing Chapters. We have also had considerable interest in a new Durham chapter starting, and possibly Barrie; we'll keep you posted!

**This section in our newsletter celebrates the exciting progress and achievements that our members are making!**

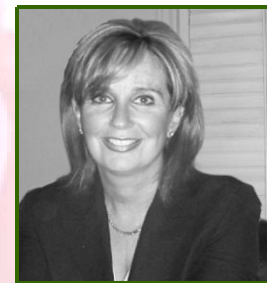
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In answer to what Esther attributes Compubooks' success and growth this past year, she candidly replies:  
"My business has grown by leaps and bounds due to my increased exposure as a writer, speaker and trainer. I put a lot of myself into servicing my clients' needs, and I always go that extra mile. Clients recognize the effort I make and the expertise I provide, and they feel that they are getting a premium service...with good reason: they are! As a busy mother, I have had to learn to delegate *or else collapse*. I have also had to become extremely organized and to create systems to keep everything going smoothly. Perhaps the most important lesson I have learned is how to say 'No.' Women have been conditioned not to deny others, and to think of themselves last. That's pretty sad in this day and age. As my mother says, it is OK to be selfish, "selfish" is *not* a four-letter word. If you're not taking

care of yourself, there won't be anything left of you for anyone else. My mom is one smart lady."



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Janice Cloth is a Living Benefit Specialist, who has written numerous articles in her area of expertise. Here is a brief excerpt from a recent article in CJN News, entitled "Insurance can subsidize Cost of Home Care" ...  
"Long-term care insurance is as important a part of retirement and estate planning as mutual funds and life insurance are... It allows us to control the options we will have available when we or our parents grow older and need help." Another article entitled, "Plan for the Unexpected", written for PAL, a large benefit company, reminds us how insurance can subsidize home care costs.  
Contact Janice for more information.





## Coaching & Caring ~ the Women *Entrepreneur*

### Guiding LINK



Take some 'much-needed *and well-deserved*' time for you!

Sheri will take you on a journey of **refreshing** self-discovery and enjoyment. She will share with you stories of inspiration; along with empowering exercises, based in neuro-linguistic programming, *which teaches people to change the way they think in order to change the quality of their experience.* You'll gain tools to help you **overcome** inner resistance, access strengths, skills and capabilities, and develop new connections between ideas, states and experiences.

This unique workshop is based on her popular Heart LINK Series, which encourages us to quiet our mind regularly and connect to our own inner voice and guide, *embracing the little moments and what can be gleaned from them.* Most importantly, Sheri's Heart LINK message **inspires courage**, to be true to yourself and to know that you do make a difference by the way you live your life...

You'll have time to journal your thoughts *with Sheri's guidance*, and leave this day with a **renewed** sense of direction, clarity and energy.

Share this workshop with a friend, *or give as a lasting and special gift!*



### Upcoming Guiding LINK Dates:

Sunday, April 6<sup>th</sup>, Noon to 5pm  
 Saturday, May 10<sup>th</sup>, 10:30am to 3:30pm  
 Sunday, June 8<sup>th</sup>, Noon to 5pm

Place: Cherry Valley Retreat  
 7168 10th Line, near Thornton  
 (Northwest of Newmarket)

Fee: \$95 plus gst, includes light and nutritious snacks and workshop material



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Sylvia Brook is chair of the committee for the 11<sup>th</sup> Annual Evergreen Hospice Fashion Show & Dinner to be held at the Grand Baccus Banquet & Conference Centre. Sylvia is pleased to be involved with such a great event for a very worthwhile cause. This event will be held on Monday April 21<sup>st</sup>, 2008.  
[www.grandbaccus.com](http://www.grandbaccus.com)

Evergreen Hospice is a non-profit agency providing free-of-charge supportive care to people of all ages in Markham and Whitchurch-Stouffville who are dealing with a life-threatening illness, death and bereavement care for family and friends. The event promises to be a wonderful

evening with over 500 guests in attendance.

For more information about the event and to purchase tickets, please visit [www.evergreenhospice.org](http://www.evergreenhospice.org).



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Patrick's story:

His mother taught him at home, just like her other 3 children, so she knew there was something wrong when he couldn't read. He couldn't even remember what sound the letter "T" made. Patrick was illiterate because he is dyslexic. Could you imagine what effect this could have on a child's self esteem and future capabilities? Patrick started using the software program just a couple of months ago and now he can read because of this outstanding program. His whole life has changed, and last I heard, he's into technical books - maybe he will become an engineer for NASA.

**Let's do our part and pay it forward!  
 Let's make a difference in someone's life! From child to adult.**

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## Insights and Expertise from Women Entrepreneurs



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The philosophy of feng shui started over 3000 years ago in China. Every part of our world is made up of energy and holds a vibration. We often don't recognize this and ignore the way our environment is making us feel. Everything in your home speaks to you. It holds a feeling which is positive, negative or neutral.

Surrounding ourselves with colour, furnishings, art and accessories that support our happiness rather than deplete our energy is valuable to our experiences in life. Prosperity, health and relationships can be positively influenced using feng shui.

One of the principles in feng shui is the balancing of the five elements of nature in a space. These are wind, water, fire, earth and wood. Each element has a relationship to and effect on the other. Interior decorating and feng shui integrate these concepts synergistically to manifest a beautiful, comfortable and highly functioning home.

Working closely with clients we assist in identifying what kind of space will enhance and circulate the energy and create the ambiance they will thrive in.



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Drumming has been used for centuries cross-culturally; as a means of **communication**; gathering community in both celebration and in mourning, in rites of passage, healing, ritual and for entertainment.

Today, the **wisdom** of the ancients continues to spread as drumming programs are being implemented in the workplace, in social service agencies, and in schools as a tool for teambuilding, **stress reduction**, education, and for personal and professional development.

In addition to facilitating drumming programs, Rhythmic By Nature also offers Monthly Community Drum Circles where participants develop

skills on the West African drum called the *djembe*, **engage** in fun rhythm based warm-ups and cooperative rhythm games through movement, voice and music-making. All ages are welcome and no musical background is required.

Join Terri and the Rhythmic By Nature team for the next Community Drum Circle on **April 6th** from 2:30pm – 3:45pm at 25 Cecil Street (Spadina/College). For more information, please contact: Terri Segal.



### Plan ahead for:



**June 1<sup>st</sup> Annual Spring Open House** - at Sheri's home in Holland Landing - featuring a wonderful array of great products and services, including Aloette, and much, much more...! **Enjoy** friendly faces, delicious snacks and pampering all afternoon, or just for a few minutes, whatever you have time for! **Bring your girlfriends, sisters, daughters and moms!**



**Sept. 14<sup>th</sup> Stepping Up Events** at the Beautiful Madsen's of Newmarket, in support of another local charity! More details to follow soon!

**Let us entertain and enlighten you** with a fun and fabulous fashion show, Before & After Makeover Extraordinaire and an Expert Beauty Panel 'with a twist'! **It's "Beauty, Inside and Out!"** with Stepping Up Founders and Friends! You won't want to miss it!