

# WOMEN'S SOURCE



Newsletter for all Women's Source Communities

March 2009  
Spring Edition

## MN Women's Small Business Expo and Sale 2009

The 2009 Minnesota Women's Small Business Expo and Sale is scheduled for June 6th at the Hopkins Pavilion in Hopkins, MN.

We are opening 100 vendor tables for this event! We are excited to see many fresh new faces for the event as well as long time supporters of the event.

Spots are still available but filling fast! You can find all information for this event at [www.weneverstandalone.com](http://www.weneverstandalone.com)

We have limited sponsor slots available for this event if interested, please visit the website for more information.



## MWS Updates:

As we work with some wonderful fresh new faces to revamp our membership and networking programs, we have halted both programs for the time being. We are taking a fresh new approach to networking for women in business and hope to have our new program along with networking meetings and events ready to go for the 2009 Holiday Season. Keep an eye out for details!

## Tough Times for All - Understanding the Key

We have all watched as our country goes through change after change - it seems one worse than the one before. We all have our opinions on many issues, the great thing about being part of this country is that we are allowed to have those opinions and express them freely. Something we should all hold close to the vest.

That being said, tough times are just that - TOUGH! We have all been subject to them in one way or another, it is impossible to escape. How we deal with the times that challenge us is the real test.

Women's Source has been through many challenges the past six months. Challenges that have rocked our organization to the core but as I write this piece, I am optimistic about the future of this organization and what we can bring to all we have grown to care about and those we are just getting to know.

As we encounter times that challenge us, it is important to remember that how we deal with the issue is key to it all! One thing I can not stress enough is this: "You have two choices today - You can choose to be kind or you can choose to be hurtful. Your choice of either reflects your true spirit."

We are all going to get frustrated or angry, we are all going to encounter opinions we don't agree with and we are all going to need to find an outlet for our feelings. Whether dealing with a business or personal issue, it is important to remember that your words are the one thing many people will judge you on. Words are something that once spoken can not be taken back and something people don't soon forget.

As a business owner, you have two choices every day. Your business is constantly being judged by how you behave, what you say and what others say about you. Did you also know that the words you speak define you as a person and the way you do business? Do you want to do business with someone who can't seem to say anything nice?

Are you willing to do business with someone who can't seem to focus on anything except hurting the reputation of another business? Would you want to do business with those who are willing to do business with those who project

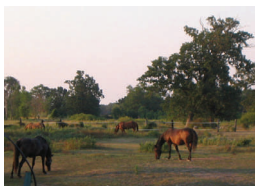
negativity? Something to think about before you say what you want to say about another business owner or their business in the heat of anger or frustration.

Understanding that we all have our own ways of doing things, we all have our own ways of dealing with certain situations and we all have our own ways of running our businesses will go a long way in realizing that these differences do not make one business better than another.

Making negative comments about a business owner or their business, putting down the way someone does business or letting negative feelings about a company fly free will not make your business better in other's eyes. In fact, it could do just the opposite!

Something to think about.

*Heather*



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## Put the Power of Experiential Learning to work!

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## When was the last time you get a Goal and Reached it?

Women's Source is so eager to help you set goals, reach them and then celebrate your victory!

Goal setting is a key component in business success. Do you have the steps to set that goal and reach it?

We would like to extend to you a free copy of our workbook #3 - Goal Setting.

Simply go to:

[www.my.womens-source.com/newsletter\\_free\\_links.htm](http://www.my.womens-source.com/newsletter_free_links.htm)

To download your copy!

## Smart Women Get Uncomfortable Written by Joy Chudacoff

I'm 48 years old and I have never been on ice skates. That is, until yesterday. My 5½-year-old daughter, Jenna, has taken an interest in ice skating and I typically take her to the ice arena here in Park City where we are on vacation. I watch her skate while listening to the most incredible music they are playing on the sound system (CC Revival and the soundtrack from *The Big Chill*). Every time we go, Jenna always asks me, "Mom, when are you going to ice skate with me?" And my answer has been, "Oh, maybe next time." Yesterday, Jenna asked her usual question and as I prepared myself to give her the typical answer, she quickly spoke up and said, "Mom, please, please, skate today!" I finally admitted to Jenna that I had never been on ice skates before. Jenna's answer: "Mom, it's easy—I'll teach you!" And so there was nothing left to do but rent the skates and prepare myself for what I thought would be a dreadful outcome.

My heart was racing as I approached the ice on unsteady skates. Another woman could sense my apprehension. The absolute look of terror on my face was probably also a clue! She shared with me that there was another entrance to the ice rink that had "wider rails to hold onto." And hold onto the rails, I did! Clutching every step of the way in the beginning!

When you are faced with something new in your life, you have two choices: Yes, to learning something new and getting out of your comfort zone; or No, I'm going to stay exactly where I am. Being uncomfortable or unsure of yourself and your abilities is no fun. It holds the possibility of making mistakes that others can see and being unsure of the outcome—two things that we want to avoid at all costs. Let me ask you a question: What is it costing you? What is your unwillingness to explore and discover something new costing you along the way? I can tell you that if I had not rented those skates and joined my daughter on the ice, the cost of not having the experience would have been high—possibly priceless.

As I made my way around the ice rink with Jenna a few times, I found that I was becoming a little more sure of myself. I was able to stop looking at my feet and the ice in front of me and actually look around a bit to see others skating. And here is the part that was totally unexpected. Total strangers would skate up to me to offer me tips. Sharing how to prevent a possible fall, places in the rink to avoid where the ice was not as solid. And, as I eventually was able to let go of the rails for a moment or two, those strangers would skate by and say, "Looking Good!" I had coaches, mentors and teachers all around me—people who love to ice skate and wanted to share it with a beginner like me. And my biggest fan? Yep, you guessed—Jenna! She was beaming and full of compliments every step of the way.

How about you? Is there something that you want to do or others have encouraged you to try and you keep avoiding the experience for fear of failure? What I learned that day was when we try something new, we will most likely fall down. It's the attitude we take on when we get up that makes all the difference. And there are coaches, teachers and mentors everywhere waiting to share their knowledge with you so that, you too, can take on something new in your life—something that can possibly bring on new energy, passion and growth.

This past weekend, I watched many of the interviews with Michael Phelps (the new eight-time world record holder for swimming in the Olympics) and his first coach from when he was a young boy said that there was one trait Michael has always had. "He's never afraid to take a risk or put it out there." Well said. We have to take risks and get uncomfortable in life if we truly want to manifest all the passion and purpose that our lives are meant for.

Jenna and I skated for about an hour yesterday and I have to say that I was sad to leave the ice. What I anticipated was going to be a disaster turned out to be full of fun. I was willing to take a risk and get out of my comfort zone, moving through my fear. And in the end, it felt good. Anything is possible. Everything is waiting for you.

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Joy Chudacoff is the founder of Smart Women Smart Solutions, a Certified Professional Coach and Motivational Speaker. To read more articles by Joy and learn more about her Women's Success Circles workshops, teleseminars or keynote topics, please visit her website, [www.SmartWomenSolutions.com](http://www.SmartWomenSolutions.com) or contact Joy at [joy@smartwomensolutions.com](mailto:joy@smartwomensolutions.com).

The Way to Gain a Good Reputation is to Endeavor to Be Desire What You Appear. - Socrates



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## Worth Repeating...

From our February 2008 Newsletter:

I have found that raising children, pets and a husband has made me humble, it has made me strong, it has made me weak at times and it has made me love more than I ever thought I could. I have also found that in this process I have done some raising of myself. As we evolve as mothers, wives, friends and business women we kind of forget to take some time to evaluate the changes we have been through and the great strides we have made through the years.

Women's Source is first and foremost about CELEBRATING women. When we launched Women's Source, we wanted to be different in every aspect – not just a networking group, not just a resource group, not just a showcasing group and not a place to grow cliques and shut people out. We have worked hard to break the barriers of your typical networking group and make Women's Source a friendly, supportive place to land.

I guess we have not stopped to evaluate the strides we have made over the past two years, either. I took a look back at old notes, our first web site, our first events and thought boy, have we come a long way! It is important to take the time to evaluate all that you have accomplished and all that you have become – as a woman, a wife, a mother, a friend, a sister, a daughter and a business woman. CELEBRATE who you are, who you have worked to be and all the hills you have climbed on the path of your journey. It is okay to do this, it is okay to come to Women's Source and share who you are and what you have to offer!

We really want to get more personal involvement from our members and readers. We want to be the place you can go to in order to find inspiration, motivation and support. The best way is to hear what other women have overcome. We want to hear your stories –good and bad, the struggles and the triumphs! Let Women's Source truly be for You!

We have a new message board – I would love for it to become another tool in networking and support. You can feel free to share there, celebrate there, rant and rave there or whatever you feel you need to do on a particular day. Truly I have been in personal contact with almost all of the women we associate with- they are all so warm, welcoming and big hearted. In being a bit different, we have naturally filtered the people who really don't want to give as well as get.

Feel free to send me a note, a story, an event to celebrate, a note for good thoughts or prayers, a problem you need some fresh eyes to look at or brainstorm over or anything else that is going on. We have so many women who are willing to help out! I know there are women reading this who have personally been touched by the Women's Source caring spirit – that is why we started and what we stay focused on.

Life can not be shared if you do not venture out and only stay alone!

## Women's Source Loves Social Networking!



Do you Twitter? We do! C'mon and [follow us](#).

[www.twitter.com/hpiehl](http://www.twitter.com/hpiehl)

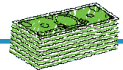


[My WAHM space](#) is an ever growing community of women in business. Check it out - it is free to join and lots of fun!

[www.mywahmspace.com](http://www.mywahmspace.com)



[www.wahmaddictsadvertising.ning.com](http://www.wahmaddictsadvertising.ning.com)



We need your thoughts and ideas for our special "Recession Buster" edition newsletter that will be published in late April!

Send us your thoughts, ideas, views and marketing tips to help us make the most of things during this challenging time!

Send items for consideration to:

[info@womens-source.com](mailto:info@womens-source.com)

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Don't let the deadline to get your ad spot in our directory pass you by!

We will print only one "Women Owned" directory in 2009. Directories will be handed out free at the June expo event and will be handed out throughout the rest of the year at other events.

Visit the website at [www.womens-source.com](http://www.womens-source.com) for more information on advertising.

The deadline is fast approaching!

