

Content crafted by Women in Business designed to get you engaged with other like-minded individuals.
We provide a support network fostering an unbiased environment in promotion of the professional and personal growth of women.



Women In Business

Women Uncorked & Clothing Drive

Women in Business will be hosting Women Uncorked **September 28th, 2017 4:30 pm - 6:30 pm** at the Chamber office (9923 103 street)

Join us for informal networking and some light refreshments, with a short presentation from the event sponsor. The event is FREE for members.

Thank you [Montana's](#) for sponsoring this event.

MONTANA'S
BBQ & BAR

DONATE YOUR GENTLY USED PROFESSIONAL COTHING

DROP OFF:

September 28th, 2017
Chamber of Commerce office
9923 103 Street

DONATIONS:

Gently used business or professional clothing for Women. Plus sizes, purses & accessories are welcomed.

It is appreciated if clothing is clean and on a hanger

After clothing is collected it will featured in a pop-up shop for women in transition on a referral base by Families First Society.



Count Me In

Member Profile - Mary-Ann Kostiuik

Station & General Sales Manager

1. What did you want to be when you grew up?

I toyed with the idea of quite a few different careers including lawyer and nurse. It wasn't until I was in high school (Redwater High School , actually) that I found my love of communications.

2.so how did you get to where you are today?

In high school I decided I wanted to go into journalism and went on to Grant MacEwan. After marrying young and being a stay at home mom I re-entered the workforce when my kids were school-aged. I started part-time casual at the Hinton Parklander newspaper, designing ads. Within a year I was promoted to sales consultant. While in that role I also went through a divorce, single-parenthood and then marriage to my best friend and greatest cheerleader, Brian. I went on to become publisher of a number of SunMedia/PostMedia's community newspapers including, at one point the Fort Saskatchewan Record. Eventually I was overseeing newspapers in Fort McMurray, Vermilion, Cold Lake and Lloydminster. I spent a total of twenty-one years in the newspaper industry including, as you can imagine, a lot of moves, promotions and changes. When Golden West Broadcasting approached me I knew it was an opportunity worth investigating. I had been headhunted before but, after learning more about the company, its values and its team I took the leap into radio. Golden West's value statement spoke to the values that I have always



instilled in my teams and in how I conduct myself. The learning curve has been huge but so very well worth it: it brought Brian and I back to my old stomping grounds, closer to family, and I get to work with a fabulous team. I can honestly say that none of it would have been possible without the love and support of my amazing family.

3. What advice would you give your younger entrepreneurial self?

We spend the majority of our waking hours working. If you don't love what you're doing, you're doing the wrong thing.

4. What do you love about Fort Saskatchewan?

The small town feel in this amazing city, the volunteerism, the opportunities, I could go on and on.

5. When you're not running your business, where would we find you?

Doodling in my art room or pretending that I know how to golf.

6. What is one thing that people don't know about you?

I did a brief stint as a flight attendant.

7. If we're buying, what are you having?

Seafood and a nice pinot grigio



Brand Flip - Book Review

by Cynthia Walker from Rebel Soul Creative

Brand Flip is a short, informative view on the evolution of brand, and how its power has shifted from companies to customers.

Customer-centric marketing isn't a new concept, and while it is widely used by marketing professionals, there are still many questions about HOW to make the customer the focal point of your company.

Marty Neumeier gives a simple definition of brand as "A customer's gut feeling about a product, service or company." Based on this definition, he explores what the new brand model looks like, how brand is used to fuel customer retention, and how it works to sustain a company.

The book identifies different marketing activities that will empower your customers, as well as the role brand plays in providing direction for each activity - all while using a hypothetical example of a tea company startup so you can easily follow the brand flip in a real world scenario.

For me, the best part about the book was that it left me feeling the comfort of knowing that there is a

shift... that the seemingly big, impersonal companies are no longer viewing people as “consumers”, but as real life human beings that desire meaning beyond the simple consumption of commodities.

If you are looking to truly understand brand (as every business owner should!), this book will sum up the important takeaways in a very informal and easily understood way - giving you a solid base from which to move forward with a flipped way of conducting business.

“A brand isn’t what you say it is, it’s how *they* say it is. And what *they* say can make all the difference.” - Marty Neumeier

Ask an Expert

Every Month we will feature a new expert. Please [email](#) your questions and we will seek out an expert to answer them



Debra Hofs – Assistant

Switzer Financial Services

[Email Debra](#)

One might think that once you’re in your 40’s that you’re stuck on the path you’ve chosen and life gets settled and boring. Nothing could be further from the truth. The reality is that this is the age when, for many women, the road they’ve been travelling diverges into quite a lot of other twists and turns and can not only become more confusing, but almost overwhelming!

Consider:

- Stay at home moms start thinking about launching or resurrecting a career.
- Physical and hormonal changes re-prioritize diet and exercise habits.
- Mothers must adjust from raising loving, obedient children to the challenge of teenagers. More wine please...!
- Relationships often change, from marriage to divorce or becoming widowed.
- Lifestyle changes and possibly even remarriage with a whole new set of kids and kin.
- Senior parents who have always been there for you are now asking you to be there for them.
- Financial decisions once made by another now become yours. Mortgage, RRSP, TFSA, Insurance, RESP...Help! I know we did it all and I trusted that we were fine. Are we? Now what do I do? Am I OK? Are my kids OK?

[Read more](#)

Mark Your Calendar

If you're having an event, let us know and we will promote it for you! email [Alana Seymour](#) with your event



Business from the Heart

September 27th
Full day & half day
conference options

[More Details Here](#)

Join Concrete Blonde for their Grand
Opening and Ribbon Cutting
September 23rd 5:00 pm - 8:00 pm
First 100 people receive a swag bag



[Details Here](#)

Custom Blinds Open House

September 16th
Ribbon Cutting at 11:00

[More Details Here](#)

Custom Made Dragon Fire Pit Raffle
Fabricated and donated by PSI Industrial - Mechanical
All proceeds go to families First Society
Tickets available at the Chamber - only \$10



Welcome New Members

[Fort Saskatchewan Tailors](#) - Beverly Masilungan

[Branded Inc](#) - Laura Rumohr

[Concrete Blonde](#) - Elana Kyle & Chelsey Jane

Do you want to be more involved with Women In Business?

Women in Business is looking for volunteers to help plan their Mad Hatters High Tea to take place in spring 2018. If you are interest please contact [Rene](#)

Member Meetup

Member Meetups

Throughout the year, we will host Women in Business events, but we're also looking to showcase you and your place of business. If you're looking to host a networking event for our Member Meetup series, let us know! We'd love to be a part of it!

[Host a Member Meetup](#)



To Contact the Fort Saskatchewan Women in Business Committee please email fsweb@fortsaskchamber.com or call (780)998-4355