



News & Views

OCTOBER 2022

October Happenings



Upcoming Events

October - Breast Cancer Awareness

- **Oct. 20:** Latrobe BPW Monthly Dinner Meeting. 6pm Giannilli's II, Rt. 30 Greensburg. Reservations required.
- **Nov. 3:** Board Meeting. 6pm. Trinity Lutheran Church. All welcome to attend.
- **Nov. 5:** Walk in the Park. 9:30am. Mammoth Park
- **Nov. 17:** Vendor Show. American Legion. Latrobe.

*H*appy October Ladies! Mother Nature is hard at work changing her landscape to vibrant reds, oranges and yellows. This month we celebrate other hard working women. National Business Women's Week is recognized the third week of October.

I am blessed to work for a woman owned business and with a team that is 90% women. The energy and the vibe that I get in a room full of women supporting women is like no other. The same can be said for the meetings and gatherings with all of you. At our dinner this month we will hear from three of our member business owners. I look forward to learning about the steps

they had to take to open the doors of their business. The challenges, the sacrifices and in the end the successful reward of owning their own business.

So join us October 20th as we celebrate National Business Women's Week. Bring a friend, a co-worker or a hard working woman owner that you know for an evening of sisterhood.




Until then, don't forget to Do Good Things

-Tracy



NEWSLETTER DEADLINE

Deadline for newsletter is Friday, November 4th. Please send committee reports, community events, articles, kudos and advertisements to npurnell930@gmail.com before that date.




LATROBE

October Meeting

National Business Women's Week Panel

OCTOBER 20 @ 6:00 PM | RSVP OCT 13

GIANNILLI'S II - ROUTE 30 WEST | GREENSBURG

	<p>Member Spotlight</p> <p><i>Inside</i></p> <p>2</p>	<p>BPW Round Up</p> <p>3-4</p>	<p>BPW News</p> <p>5-6</p>	<p>Member Networking</p> <p>7-10</p>
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October 2022



Member
SPOTLIGHT
Lorie Planinsek



OCTOBER MEMBER SPOTLIGHT

M meet Lorie Planinsek, Latrobe BPW Member Spotlight for October.

Lorie is beautiful inside and out. Just over a year ago Lorie tried Seint Beauty products and she loved how they felt and looked - so much that she became a makeup artist to help other women feel great about themselves too.

A mom of 2 boys who loves the outdoors, Lorie named her business Barn to Beautiful showcasing how easy the products transform from everyday looks to evening glamour. Lorie focuses on helping more ma-

ture women feel amazing wearing a cream based makeup. Some women reach a certain age and just stop wearing makeup due to laugh lines and wrinkles and what society tells us. She loves seeing the smiles on women's faces when showing them the various looks they can achieve using the products.

Lorie reaches her customers primarily through social media posting many how-to videos of the products. She enjoys the no stress way of presenting new products. She also hosts individual workshops in person or via Zoom for a personal experience.

Lorie is currently the Latrobe BPW Vice-President, Spring Tea Committee Chair, Craft Hostess with the mostess and was awarded New Member of the Year in 2021.

You can meet Lorie and learn more about Seint Beauty at the next Latrobe BPW meeting. Join her Facebook group Barn to Beautiful with Lorie for the latest product demonstrations, tips and tricks. Email her at Brennhandbag@gmail.com

Smile
Sparkle
Shine

October 2022

BPW ROUND-UP



Dinner Committee

Membership

**October Dinner Meeting Details!
National Business Women's
Week Dinner!**

Date: Thursday, Oct. 20th at 6 pm

Event Location: Giannilli's II,
Route 30 West, Greensburg

**Deadline for Reservations:
Thursday, Oct. 13, 2022**

PAYMENT OPTIONS:
Cash/Check/Credit \$25
Prepay via PayPal \$27 (link on dinner reservation)

LINK TO RESERVE:
<https://forms.gle/A4zHZkSvQuxJpoEC9>

REMINDERS

We require an accurate dinner count, so in order to do this, it is imperative that the reservations are received by the RSVP date. **Cancellations must be made to** (latrobebpwdinner@gmail.com) **prior to 6 days before the meeting date.**

Questions about Reservations?
latrobebpwdinner@gmail.com

Committee chairs: Send your round-up items in for the next newsletter's Round Up. Committee Reports are due by first Friday of each month. Send them to Nicole Purnell at npurnell930@gmail.com

Welcome New Members:

Tina Capatch and Kate Smith. Please make an effort to introduce yourself to Tina and Kate at our next meeting!

Membership Committee Update: The membership committee met last month to plan events for future meetings. We also discussed reasons why members would leave Latrobe BPW. We have decided to prepare a google survey and email to members who have not renewed and find out just that. We will share these results with you at a future meeting. <https://forms.LBPWsurvey>

A recruiting event is in the planning stages. Thoughts include a get together at a BPW-owned location and inviting nonmembers to join members to discuss what BPW has done for them in the hopes of attracting new members. This may also be a Facebook live forum as well. Stay tuned!



BPW ONLINE STORE IS OPEN!

Show your BPW spirit with our new line of logowear! You can shop 24/7/365 online through our member partner Unity Printing. Order your gear by the end of each month and it will be delivered to the following month's meeting! Check out the great items at www.unityprinting.com/bpw

A prelude to a future group activity, ask yourself:



October 2022

BPW ROUND-UP



Goodwill/Special Projects

Project Bundle Up and the Kettle Bell Ringing Campaign are back for 2022! Signups are now live. Details can be found in the member email sent on 10/8 or by clicking the links.

Project Bundle Up Sign Up: [CLICK HERE](#)

Kettle Bell Ringing Sign Up: [CLICK HERE](#)

Save the Date: Next Trails and Tails Walk will be Saturday Nov. 5th at Mammoth Park. Details TBA.

PPDW and Young Careerist

Exciting news from PPD/YC Committee – we have a new name! What we knew as individual development is now personal and professional development – fitting for BPW isn't it? Our own Tracy Grace is a newly minted facilitator with our own Michelle Teague being the State Chair for PPD announce a SNEAK PEAK at the revised program. PPD/YC is a speaking competition where interested parties present their speech to our club in March. Winners of the speak off move on to dis-

trict in April. District winners move on to convention in June.

Young careerist criteria is to be 21-35 years of age, a member in good standing with BPW local, and have at least one year of work experience. PPD requires completion of the training program within the prior 3 years of competing. We have several state winners in our club.

This years theme is Good Things Happen when you Believe.

Scholarship/SOTM

Welcome to Stacy Lemmon as the new Chairwoman of SOTM/Scholarship!



Issues Management

Have an idea for a future speaker?

Email 2022-2023 Chairwoman Lorie Planinsek with your suggestion!

October Guest Speaker Topic: National Business Women's Week Power Panel!



November - Vendor Show!



Public Relations

Important Social Media and Website Links!

Website: www.latrobebpw.org

Facebook: www.facebook.com/BPWLatrobe (Business Site)

www.facebook.com/groups/latrobebpw (Private Member Group—more informal; Business Owners can run ads and share info once weekly; Share Community Events)

Search for us on You Tube, Instagram and LinkedIn!

Interested in joining the committee? Contact Latrobe BPW (latrobebpw@yahoo.com)

Foundation

If you have not registered to vote please do so by **October 24** and then **VOTE** in the General Election on **Tuesday, November 8, 2022.**



PA/BPW Foundation Scholarship Program is waiting for you! **Deadline is November 1st of 2022** for the Spring semester of 2023!

Do be sure to follow the instructions on the [PA/BPW Foundation scholarship page](#).

National Business Women's Week

Meet our Panelists for October 20th!

Joy Klohonatz

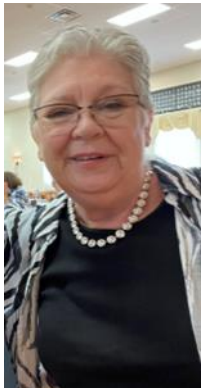


Joy is a Relationship Marketing Specialist with a prompting company called SendOut Cards. She is a Star 4 Executive and has served on the prestige's advisory boards many times.

Although, she has been using SOC for her other businesses since 2007, she officially became an affiliate in 2013 when she realized the power of making a difference in the lives of people just by showing kindness and appreciation.

She continues to be driven by her favorite quote----“people will forget what you said, People will forget what you did, BUT people will never forget How You Made Them Feel.” Maya Angelou

Barbara Baldwin



As almost every woman does, I wanted to redecorate my house. I looked for a color that I thought would be ideal. It was a Benjamin Moore color!! Unfortunately, there was nowhere I could buy Benjamin Moore paint, so I opened a Benjamin Moore paint dealer and called it Col-our Magic!

We have been in business for almost 8 years and I absolutely love what I do. Benjamin Moore is the best paint available and contrary to popular belief, it is not the most expensive. With over 3,500 colors, there is that special one just for you! We moved to our new location three years ago on October 7th on Towne Square Drive in Greensburg. Stop by for a visit—you never know how you might be inspired!!!

Laurie Corbett



Laurie opened Eclectique on October 1, 2017. With all the talented local artists that became part of the store I was able to collaborate and establish a relationship with a business partner and develop a spin off business.

The Artisan Made Marketplace is opening October 8 almost exactly 5 years apart. Becoming an entrepreneur kind of happened by accident. I was transitioning from a job that I held for close to 25 years working for someone else but learning a lot about business from that experience I was able to take my hobby of being an artisan craft person and create a business. I attribute the success I've attained to surrounding myself with talented people, networking and having a passion for what I do.

October 2022

MEMBER

Kudos Corner



Congrats to new Great-Grandma, Tracy Rhoades on the birth of her great grandson!



Congratulations to Nikki Cecchini on being promoted to Director of Pitt's Emergency Management Program!



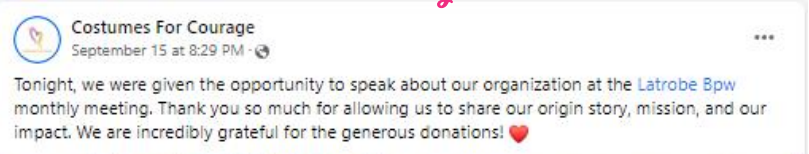
Congratulations to Laurie Corbett on her new store, Artisan Made Marketplace!



Congrats to Deb Bowman on being named a 2022 Daisy Award Winner for Nursing!

Posted out and about on social media about Latrobe BPW!

Shout out to those donating costumes at our September meeting!



Winner!!
Congrats to Ruthie Timlin on her LIVE Casino winnings!



Members braved the cold for the October Trails for Tails Walk at Keystone State Park!



Want to give a shout out to a member or offer sympathies or get well wishes? Email Member Buzz to Nicole Purnell (npurnell930@gmail.com)

ENDS OCTOBER 13th!



BUSINESS AND PROFESSIONAL WOMEN/PA DISTRICT 3

Paw-Parazzi Pet Photo Contest & Calendar Fundraiser

FUNDRAISER BENEFITING TAILS OF VALOR, PAWS OF HONOR

1ST PRIZE

\$100

Sponsored by Colour Magic
Paint & Decorating

2ND PRIZE

\$50

Sponsored by
Petite Feet Pet Care

3RD PRIZE

\$25

Sponsored by
Brindle Patch Crafts

The 12 pets with the most votes will win a spot in the 2023 Paw-Parazzi Pet Calendar.



Your entry/vote benefits Tails of Valor, Paws of Honor providing veterans with trained companions to assist with daily routines and improve quality of life.

Enter/vote at www.gogophotocontest.com/bpwpadistrict3

Entries and voting open Sept. 15 - Oct. 13, 2022

October is Breast Cancer Awareness Month

40
IS AN
IMPORTANT
NUMBER



All women 40 and older should get annual mammograms



Mammography can lower your risk of dying of breast cancer by 40%



The most lives are saved by yearly mammography starting at age 40

1 in 6

breast cancers occur in women 40-49

Ten year risk for breast cancer in 40 year old is

1 in 69

A Harvard study showed that

70%

of women who died from breast cancer were among 20% of women not screened*

*Harvard Teaching Hospitals statistic



Early detection significantly improves breast cancer survival, reducing the risk of dying of breast cancer by 40%

REMEMBER:
75% of women with breast cancer have NO family history or other risk factors



Mammography has helped to reduce breast cancer deaths by 1/3 since 1990



When breast cancer is detected early the five year survival rate is almost 100%



Remind your mother, sister or daughter to schedule an annual mammogram. Take the time for yourself.

Save a life.



Even for women 50+ skipping a mammogram every year would miss up to 30% of cancers



Mammography can detect cancer early when it is most treatable

Major American medical organizations with expertise in breast cancer care, including the American Congress of Obstetricians and Gynecologists, continue to recommend that women start getting annual mammograms at age 40.

LOCAL RESOURCE: Walk-in Wednesday has returned to the Westmoreland Hospital campus as of Wednesday, September 7, 2022. Walk-in from 7 a.m. to 4 p.m. every Wednesday.

To schedule your mammogram:

[Schedule Online](#) or call: [724-689-0100](tel:724-689-0100)



BPW/PA State News

for National Business Women's Week

October 16 - 22

To honor the contributions of working women and employers who support working women and their families, the Business and Professional Women of Pennsylvania celebrate National Business Women's Week® (NBWW) during the third week of October.

National Business Women's Week® provides an opportunity to call attention to women entrepreneurs, facilitate discussions on the needs of working women, share information about successful workplace policies, and raise awareness of the resources available for working women in their communities.



BPW/PA has planned a week of activities for the women in our state to participate in. The program for the first observance of NBWW included: Legislative Day devoted to national, state and local legislation of interest to women; Education Day devoted to emphasizing the need for equitable educational opportunities; Club Rally Day for prospective new members; Community Day honoring leaders in the community; and Goodwill Day devoted to working with other women's organizations.

A web page has been created on the [BPW/PA Wild Apricot website](#) to view and register for all events that week.

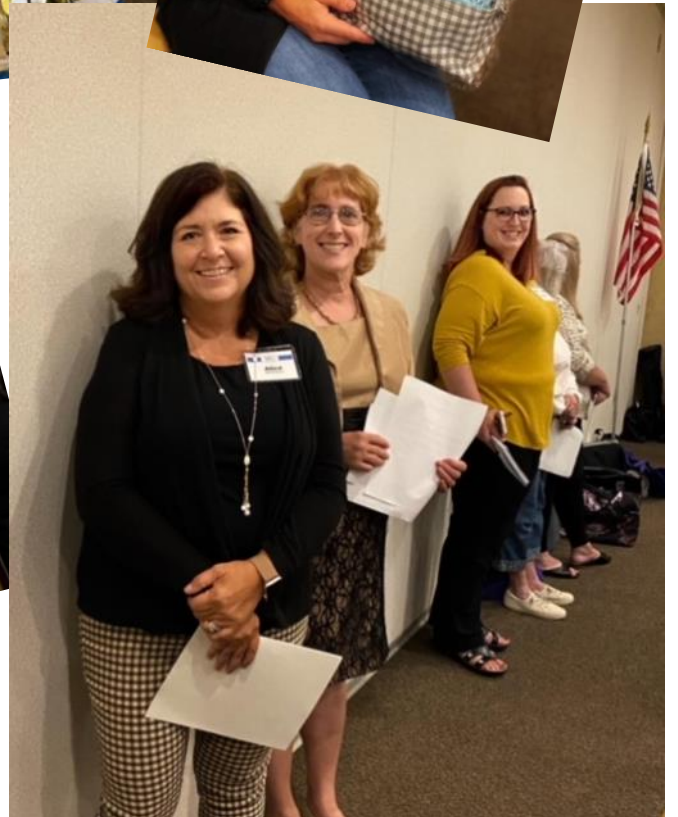
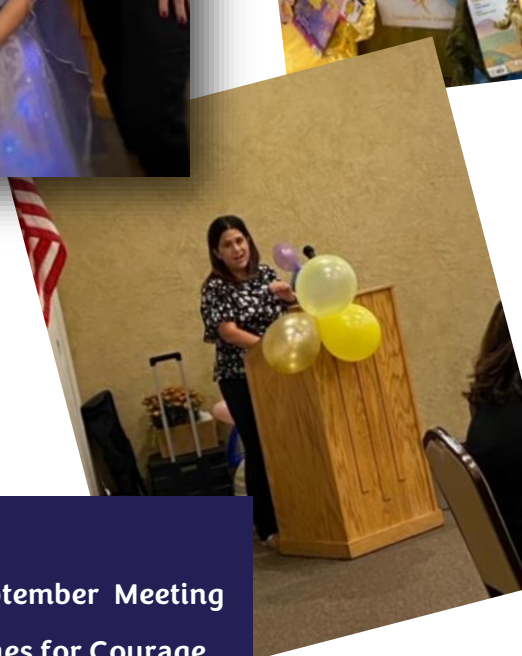
Events include: Development of your 60 second commercial pitch, Title IX presentation, Club Rally Day, Book Club Day - honoring Queen Elizabeth II, Community Day, and more!

October 2022

THROWBACKS

To Our September MEETING

Here's what you missed!



Candid photos from our September Meeting highlighting Costumes for Courage

"Do Good Things"

MEMBER NETWORKING—PLEASE SUPPORT OUR BPW BUSINESSES

Angela's Angels

Celebrating 15 Years



H. Lowe, model

Prom appointments available!

Do you know a young lady in need of her prom wear for free?

Angela's Angels is a 501 (c)(3) non-profit organization whose purpose is to provide **FREE PROM WEAR** to local Economically Disadvantaged High School Young Ladies.

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OCTOBER BIRTHDAYS



October 6 - Judy Schafer

October 7 - Jackie Elliott

October 10 - Deneen Krowicki

October 10 - Linda Powers

October 10 - Linda Powers

October 29 - Mary Lou Myers

October 22 - Leigh Taylor

October 24 - Angela Apple

October 27 - Kate Smith

October 29 - Theresa Walker

October 30 - Amy Fauth



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