

Women's Business Forum meets for planning session

Brenda Lange

Founders of the Women's Business Forum and current board members couldn't have picked a more beautiful fall day for their annual strategic planning session — this year combined with a mini retreat held on one member's 90-acre farm in Springtown.

"I hosted this retreat to recognize the amazing dedication of these women," said the farm's owner, Cheyenne Mease. "This was my chance to say 'thank you' on behalf of all the women who have benefited from the forum."

As the non-profit moves into its sixth year providing support, mentoring and inspiration to women entrepreneurs, this core group continues to hold long-range strategic planning sessions to enhance the organization. So, surrounded by rolling fields and golden leaves, the women embarked on a day of creative planning and some fun.

"We had a hayride to a bonfire, where we reflected on the past five years, and brainstormed for the next," explained WBF President Laura Powers. The group dubbed the session Blue Sky, as in, "If the sky were the limit, what would we want

for the forum, and where would we want it to go?"

The business meeting continued in Mease's home, where goals and priorities were set: Keep true to the organization's core ideals — maintain a motivated group by offering free qualified speakers and programs; maintain free meetings; augment fund raising; continue to stay up-to-date technologically; and continue to welcome visitors and new members to meetings.

"There are so many good minds on the board," said Powers. "We have such productive meetings, and I am looking for-

ward to all the possibilities of the next five years."

Meetings are held the first Wednesday of each month at 8 a.m. and the third Wednesday at 7:30 p.m. at the James-Lorah House in Doylestown, at the corner of Broad and Main streets. Visit womensbusinessforum.org.

"As a founding member, I'm proud that the Women's Business Forum has stayed true to its roots and continues to help women entrepreneurs grow their businesses, which in turn has created an unparalleled business community here," Mease added.



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On the hay wagon are, from left, Paula Gregorowicz, Gwen Coverdale, Laura Powers, Dana Baedke, Pam Carroll, Sherri Glensky, Kim Bensing, Chanin Walsh and Cheyenne Mease.



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From left, Chanin Walsh, Dana Baedke, Cheyenne Mease, Sherri Glensky, Paula Gregorowicz, Gwen Coverdale; sitting Pam Carroll, Kim Bensing and Laura Powers.