

**Professional Women's Network 2007 Woman of the Year
Jeanette Kern, DDS**



Doctor, leader, mentor, mother, wife, philanthropist, volunteer are just some of the titles bestowed on the Professional Women's Network 'Woman of the Year', Dr. Jeanette Kern of Monterey.

While Dr. Kern may be best known for creating some of the peninsula's best- looking and most celebrated smiles, she gives to the community in many ways. Dr. Kern holds the chair position on the Professional Women's Network Showcase and board secretary position for the Monterey Rape Crisis Center; she also sits on the board for and actively supports Dance Kids of Monterey. Dr. Kern created a scholarship for university-bound high school women who are interested in science, and is actively involved with Go Red for Women, and Make-A-Wish.

Dr. Kern is loved and supported by her husband Kevin Kern and daughters Jacqueline age 14 and Alexis age 13. She is proud to help out backstage at Jacqueline's ballet recitals and play the role of

assistant coach for Alexis' basketball team.

As a dentist Dr. Kern participates in post-doctoral training with some of the world's leading pioneers in the fields of aesthetic, restorative and general dentistry. Prior to graduating at the top of her class from UCLA with her doctorate of dental science in 1989, Dr. Kern worked for 10-years as a dental hygienist. From 1989 to 1995 Dr. Kern taught dentistry at UCLA and USC. She and her family moved to Monterey in 1995 and opened Jeanette Kern, DDS, a dental practice serving the peninsula.

Today, Dr. Kern remains the first and only female member of the Monterey Dental Peer Review Board. She and her practice maintain memberships with the Monterey and Carmel Chambers of Commerce.

Many of Dr. Kern's patients and friends are involved with the community and believe in supporting local business and non-profits. Dr. Kern plans to continue giving back and will launch her campaign to raise awareness about oral cancer this fall.

Jeanette's Acceptance Speech – November 2007

Good evening Ladies and Gentlemen, Family, Friends and distinguished guests. Thank you for attending and contributing to a very special event for the Professional Women's Network.

It is my sincere honor to be chosen as PWN's Woman of the Year for 2007. I did a bit

of research on our organization and the history of this award and I would like to share that knowledge with you tonight.

PWN was founded by five (5) industrious women in 1983. Candace Snow, Susan DuPree, Meigra Mixter, Paula Wainwright and Grace Darcy are our Founding Mothers. That year a best selling business book about Networking got them all talking at their weekly Tai Chi class. As business women they believed in the concept and sensed a need in the community for professional working women to share ideas. With a room rented and press releases sent, a date for an official meeting was set for September 1983. It poured a heavy rain that night and the five women were worried no one would come. But, lo and behold, at the set time the room was filled and the rest is history.

Paula Wainwright designed our logo, a Celtic knot. It symbolizes togetherness of purpose and I think it is still very appropriate today. The vision was set in motion by these women and a Mission Statement was developed. The Professional Women's Network connects women in business by offering opportunities to network, gain information and have fun while growing their business.

In many ways PWN has given me a recipe for "How to succeed in Business." Twenty terrific tips on Ways to Promote your Business are printed in our directory. From as simple as carrying business cards with you at all times to Showcasing your business and developing a two minute elevator speech to describe your services, PWN shares with its members Marketing 101.

But for me, I found the real value of PWN when I committed to the organization. I encourage all of you to get involved at even the smallest level. I started out as an Ambassador—a terrific way to just meet and greet long time members and guests to our meetings. As I became more familiar with the tools of PWN, such as the Newsletter, I placed an ad. I had to learn a new skill set about layout, content, target market and return on investment. Before long, Lu Ann Hutchings, 2005 Woman of the Year, recruited me for one of her Newsletter committees.

Rosemary Leonard, 2003 Woman of the Year, suggested that I Showcase my dental practice. She was so impressed by my unique Spa concept that she encouraged me to let others know that a dental visit could actually be relaxing and fun! Thank you Rosemary--four minutes of public speaking and a Powerpoint presentation! Whoa, now I am really moving out of my comfort zone!

By this time, I was hooked. I use the PWN Directory for any service I need first. There is power in Networking as a giver and as a receiver. My practice has seen a 20% growth just from my PWN referrals. And of course, the greatest part of my day is when my fellow PWN friends come to see me as their dentist. I love making their Smiles the Best they can Be!

Theresa Ream, 2004 Woman of the Year, and Jeanette Liguori, our President, were truly the ones who influenced me the most. With their encouragement, and cajoling, they asked me to consider being on the Board as the Showcase Chair. Next set of business skills to learn, computer knowledge! As Showcase Chair, I actually had to use a computer to send eblasts and emails. It was also the best way to get to know the members and all the different types of businesses we have in the organization. I have also learned the value of a cohesive Board because Membership, Technology, Public Relations and all the

other Chairs are all important working as a Team to best serve our members. These women all work very hard and are truly dedicated to PWN and what it stands for. So what about this Woman of the Year title? Grace Darcie explained that early on the Board of Directors felt it was important to honor an outstanding woman each year. PWN would publicize her and the event thereby promoting the networking concept and highlighting the organization.

The Bylaws, which we are coming to value daily, describe a Woman of the Year Committee and a set of three criteria. One, a current dues paying member for at least a year—Check! Two, she must have accomplished something outstanding that reflects the ideals and goals of PWN—this one is a bit vague but my take is that it means I am able to balance my business, my dental professionalism, my family and my community service. This, of course, I do not accomplish alone.

My success in this regard is shared by my Personal Network. My parents, John and Yvonne Savala, supported and sacrificed so that I could attend private Catholic schools, college and graduate school. This developed a strong spiritual foundation and an appreciation for a good education. My husband, Kevin Kern, my best friend, stay at home dad, business partner, computer tutor and all round life partner, who encourages and supports me daily. My best UCLA and dental friend, Dr. Sharon Avant and her husband Mitch, who introduced me to Monterey as a possible place to raise my family. And Dr. Tami Decker, Sharon's partner, who helped me furnish half of my office. These two women are the best endodontists on the Peninsula. Ms. Carole Hart, Executive Secretary of the Monterey Bay Dental Society. She was instrumental in helping me establish my dental practice here and later encouraged me to get involved in the Dental Society as the first and only woman on the Peer Review Committee. Mrs. Clare Munteer, Executive Director of the Monterey Rape Crisis Center, the first Non-profit Board I was invited to serve on. Having two daughters, Jacqueline and Alexis, gave me reason enough to want to learn prevention and raise awareness of sexual assault in our community. And as a parent you just naturally get involved with your children's interest. Alan and Carol Richmond of Dance Kids of Monterey County have given me another Board opportunity to support and encourage education, self-confidence, and self-esteem building in young people through the arts.

Professionally, I owe my success to my outstanding team. These young women have taken on my vision, my value of education, and they are dedicated to delivering the highest quality dental care and customer service on this Peninsula. Kristie Fowler, Stacey Russo, Traci Bruno, Erin O'Neill, Danielle Ashmore and Leanne Garcia. The Dental Dream Team!

The last criteria for Woman of the Year says she exemplifies the Professional Woman. This is when I checked in with the Webster's Dictionary. Exemplifies means to illustrate by example. Professional means following an occupation as a means of livelihood. As a health professional, I am ethically obligated to keep up on the current scientific and technological advances of my field. As most of you may know, cosmetic dentistry is my passion but it's all about a Healthy Beautiful Smile that you keep your lifetime. This award from PWN was a pat on the back, an acknowledgement from my business peers that I am doing what this organization stands for....networking through community service, gaining information and learning new skills such as marketing, advertising, computer knowledge, leadership, supporting causes you believe in, and most importantly, having fun while growing my business.

I am very proud to join the preceeding 23 Women of the Year sorority. I look forward to more challenges and growth with PWN. And I strongly encourage all members to get involved---that 's when the real benefits start for you and your business. Thank you again for this Honor!