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PWN Mission Statement

The professional Women's Network connects women in business by offering opportunities to network, gain information and have fun while growing their businesses.

The Three R's of Networking

By Ivan Misner

If you want to build sales through word-of-mouth, you need strong networking muscles. Here's how to shape up.

When you belong to a networking group, it can be difficult sometimes to obtain referrals from fellow networking members. But instead of giving up and looking for another group to join, there are some things you can do to encourage them to spread the word about your company.

I like to teach entrepreneurs about the three Rs of networking: relationships, reliability and referrals. First, however, let me preface my comments here with an important statistic. When businesspeople begin developing a referral-based business, they receive a vastly smaller percentage of referrals their first year. After the second year, the statistic is about twice as high as the first, and after the third year, it really jumps. This being said, let me talk about how the three Rs of networking affect these numbers and can help you develop a successful word-of-mouth-based business:

1. Relationships: Word-of-mouth is about "relationship marketing."

If you approach the first year of your involvement in a networking group with the sole motivation of getting to know the other members well, you will be far ahead of the game.

One of the most important things I've learned over the years is that it is not really what you know or who you know; rather, it's how well you know them that really counts! People do business with people they know and trust.

In order for word-of-mouth marketing to work for you, you first have to build a strong foundation with the people you hope will refer you to others. That takes time. So find reasons to meet with each person outside the networking meeting. Get to them, and work on having them get to know you better. Make it clear that you value your relationship with each one of them.

2. Reliability:

For the first year or so in a networking group, you are putting in your time. Your referral partners are testing you, checking you out and making sure that you deserve to have their valuable clients and contacts turned over to you.

Therefore, you must be credible to the other professionals with whom you hope to network. Bear in mind that you should feel the same way, too. Before you risk your reputation with your clients by referring them to someone who takes less care of them than you would want taken, you must be very sure that the person to whom you refer them is reliable! How else are you going to know that--unless you use them personally over a period of time?

3. Referrals:

After cultivating relationships and proving yourself to be reliable, you get referrals as the end result. In order for someone to receive, someone else has to give. This holds so true with referrals. I would suggest you perform a reality check to see just how effectively you are referring the people in your networking group. You might be surprised to find how little you actually refer others, or that you consistently refer the same two or three people.

If you aren't tracking your referrals (both given and received), you need to be. Look for patterns. I would anticipate that in the months following a month you were particularly active in referring others, you will find that you are receiving more referrals! I have seen the "what goes around, comes around" principle illustrated over and over.

This is a natural progression and one that can't really be rushed. I know it can seem frustrating at times when you are anxious to see your bottom line increase quickly from all the referrals you are anticipating receiving, but believe me, if you are patient and apply these techniques, you will see word-of-mouth marketing work for you in a big way.

You can't take an orange tree and rip it up from the ground after a year and replant it on the other side of the yard, just because it wasn't bearing fruit where it was. You have to water, fertilize and care for the tree where it is. In time, it will produce fruit. Your efforts will pay off. You must approach building a word-of-mouth-based business this way. In a solid networking group, you are growing solid roots with the other participants. The worst thing for you to do is pull them up just as they are getting set.

FROM THE PRESIDENT

It's beginning to feel like Spring. Time for getting out and getting together with like minded people for a night of fun, prizes and networking. Our Annual Spring Mixer is April 4th, 2007. Doors will open at 5:30.

We will be awarding our scholarship money to Monterey Peninsula College's Women Supporting Women Program. With us that evening will be Carol Griffin, Director of the program and one of the students that has directly benefited from the program. It is such an honor to be able to contribute to such an amazing program. As Carol shares a little about the program I am sure you will be as inspired by the needs that they meet as I was.

Denise Kaku of Kaku Consulting will be sharing some of her experiences and growth by being a part of Leadership Monterey Peninsula. This is an amazing program that many PWN members have participated in.

We will be honoring past Women of the Year recipients. These ladies are a true inspiration and have contributed to PWN in significant ways.

A very important part of the evening is the Membership Drive. Please bring your guests to our mixer as we will be having a drawing for a free one year membership for a new member. A \$150 PWN gift Certificate will also be awarded to the member who has the most guests who join PWN.

I am so happy to be serving as your president this year. Your insights and friendship are important to me and are my inspiration for continuing to serve.

I look forward to seeing you all at the Spring Mixer.

With Warmest Regards,



Jeanette Liguori
Liguori Design
585 Cannery Row, Suite 302
Monterey, Ca 93940
831-375-1273



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FEATURED BOARD MEMBER

Our featured PWN Board Member this month is Mary Helen Sperry, Real Estate Agent for Realty World American Dream Realty. Mary Helen is our Board Secretary for 2007 and has been a member of PWN for 5 years. She has enjoyed providing in real estate and mortgage since 1984. Throughout the State of California, she has been privileged to partner with over a thousand families helping them with their real estate and mortgage transactions.



She is a part of a full service real estate and mortgage brokerage firm. We can sell your present home, negotiate the sale for your new home and facilitate the mortgage loan! Because we can offer you all these services together, you save money, time and energy.

THIS MONTH'S MEETING

ANNUAL SPRING MIXER MEMBERSHIP DRIVE

April showers bring May flowers so what does the April PWN Mixer Bring? A Membership Drive!

Invite your friends and co-workers this month's mixer and you'll have the opportunity to win a great prize and they'll have the opportunity to join an organization that supports women in business.

This is a special meeting, which includes a number of extraordinary activities, including:

- * **Appetizers**
- * **Hosted Wine**
- * **Special Raffles Drawings**
- * **Prize for Top Membership Recruiter**
- * **Check Presentation for MPC's Women Helping Women Fund**
- * **Update from Denise Kaku, our Leadership Monterey Peninsula Scholarship recipient**

You can see we've packed a lot of **FUN** into this meeting, but it won't be the same without you and your dearest friends. So, invite, invite, invite and plan on attending.

The prizes for the membership recruitment include:

- 1) The member who invites and brings the most guests who sign up for membership that night will receive \$150 PWN gift certificate redeemable at any member business!
- 2) All new members who sign up that night are entered into a drawing to receive their first year of membership FREE! (This is a win-win situation!)

Also, we will have Around the Room Introductions this month (a favorite for all), so brush off your 15 second elevator tagline and be ready to impress!

Please help by donating a item to be included in the special raffle. To make life easier on Mary Marlene, please call her and let her know what you are willing to contribute to this important fundraiser.

With questions, call:

Membership: Julie Ann Lozano 383-0477

Donations for Raffle: Mary Marlene Warburton 373-1399

General Questions: Jeanette Liguori 375-1273

TUNE IN

Several members of the Professional Women's Network of the Monterey Peninsula (PWN) will appear on the one hour live YOUR TOWN at 5:00 PM, Tuesday, 3rd. The Your Town Radio and Television program airs on AMP Channel 24, News Talk 1240 AM KNRY Radio and live stream on the internet, www.ampmedia.org.

Gwen Brooks, PWN Publicity Chair, will host the program featuring PWN members talking about "The benefits of getting involved in local groups and networking":

Program guests will be:

Mary Helen Sperry, Realty World American Dream

Joanne Haag, Immigration Lawyer

Jo Ann Gesner, Maharishi Enlightenment Center

Emy Ledbetter, Visionary Artist

Suzi Rodriguez, First Impressions Party Supply

Sean Senechal, AnimalSign Center

The guests will discuss the benefits they've realized joining local organizations like PWN and how their involvement has helped them grow personally and professionally.

THE PROFESSIONAL WOMEN'S NETWORK OF THE MONTEREY PENINSULA INVITES PUBLIC TO ATTEND ITS ANNUAL SPRING MIXER ON WEDNESDAY, APRIL 4, 2007

Each spring the Professional Women's Network of the Monterey Peninsula gathers for an annual spring mixer and membership drive. This year's event will be held at their next meeting on:

Wednesday, April 4, 2007

at 5:45 p.m.

at the Embassy Suites in Seaside.

There is no charge to attend the mixer as a guest.

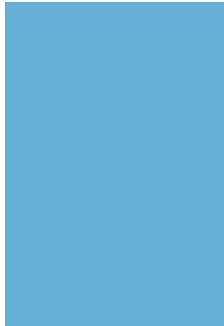
MARCH'S MEETING RECAP

The month of March proved to be informative to say the least at our PWN monthly meeting. The theme being based around all aspects marketing your business. We were lucky to have quite a few showcases displaying everything from head shots to embroidered polo shirts.

Our speaker of the evening was Jeff Burghardt of Anda-Burghardt Advertising. Jeff's charismatic public speaking, colorful power point, and impressive resume kept us all listening intently. The networking continued after the meeting; as conversations ran long and business cards were exchanged.

Last month's meeting most definitely gave us a broad range of information to draw from new ideas for our businesses. As individual business owners we were able to physically see the many ways our fellow PWN members can directly aid in our future marketing and branding endeavors.

-Ashley D. Miller



The Professional Women's Network, founded in 1983, is the Monterey Peninsula's largest organization of professional women, with over 200 women representing a wide spectrum of professions. Membership is comprised of entrepreneurs, professionals, employees, and retirees. Guests are welcomed to all PWN events. More information may be gathered by visiting our website at <http://www.pwnmonterey.org>.



TESTIMONIALS

For Mary Potter formerly of AAA and now at Pacific Grove Travel.

We recently took a lovely trip to Disneyland to celebrate our son's 21st birthday. I usually just call the Disneyland Resort and make reservations myself, but this time I was glad that I called Mary to make the arrangements for us.

Within twenty four hours she had us booked at the Hilton with tickets to Disneyland for three days at nearly one third of what we usually pay to stay at the California Grand. We had a great time and I did none of the work! Thank You and we will be calling you again for our travel needs Mary Potter.

Theresa Ream
Chief Financial Officer
Ream Construction, Inc.

Please send your testimonials to **Ashley Miller** at MillerA@MLStern.com for next months newsletter!

THANK YOU



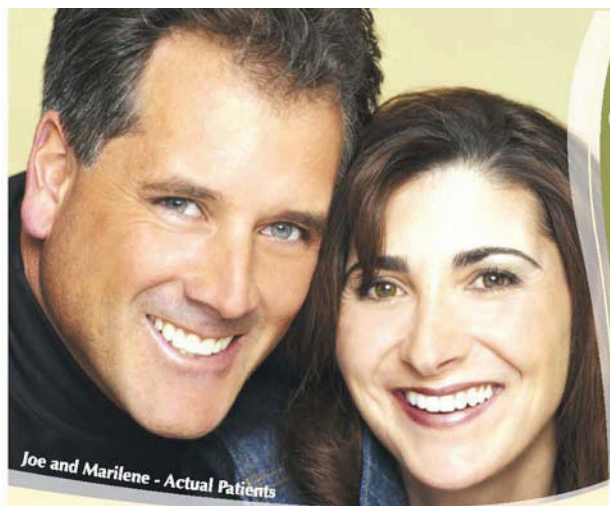
Mary Warburton would like to extend a "Special Thanks" to the donors of some wonderful raffle items at our monthly meeting. Anyone interested in donating items, please contact Mary @831-373-1399 or email mary.m.warburton@wamu.net. You can either bring the items that night, drop them off at Washington Mutual Bank 2nd Floor @291 Alvarado St. in Monterey or Mary would be more than happy to pick them up.

Thanks to:

Roni Rubinstein, Dog Sitter Extraordinaire
Sherri Coffelt, Energia
Julia Ann Lozano, Comcast
LuAnne Hutchings, Sultry One Studios
Patricia Major, TimeWise Coaching and Consulting
Mary Warburton, Washington Mutual Bank

for your generous donations at the March Meeting.

*Keep 'em coming.
This is always a fun part of our monthly meetings!!!*



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SHOWCASES

Please consider stepping out and seizing this "Out of the Box" format to Showcase your business. May '07 we are highlighting the businesses that help us "Get Ready for Summer".

We need members who are a part of Child Services, Travel Services and Photography.

Consider this you CALL to ACTION.

Remember only 10 spaces.

To sign up contact Jeanette Kern at jkern@jkerndds.com

PEOPLE ARE TALKING

Announcing the Grand Opening of the new location of **Collezione Fortuna Fashion Boutique**. **Cathy Montante** has now launched it's new location at Cortile San Remo #2, Lincoln bet. 5th. & 6th. Sts., Carmel, CA 93921, (831)626-1287. The boutique is an elegant unique fashion boutique which carries a wide array of fashions for women including evening apparel, creative day wear, accessories, and more by the latest fashion designers. Feel fabulous in our fashions that enhance your spirit and individuality for every occasion. Open daily, 10:30AM-6PM, or by appointment, Closed on Mondays. Winner, 2006 Monterey Peninsula Chamber of Commerce Business Excellence Award.

Wendy Brickman was recently selected as the Volunteer of the Month by the Monterey Peninsula Chamber. Wendy Brickman, owner of **Brickman Marketing**, moved from Los Angeles to Monterey and established Brickman Marketing in October, 1990. She has proudly coordinated the Monterey Peninsula Chamber of Commerce Brown Bag Seminars since 1990. She is a long-term "Chamber Cheerleader" and believes that every business should join and become active with the Chamber to grow their business and stimulate the community's economy!

April is the
Annual Spring Mixer and
Membership Drive
There will be no Showcases
this month.

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Barbara Eads / Coldwell Banker Del Monte Realty

Junipero 2SW 5th, Carmel, CA 93921
barbeads@cs.com

Representing Buyers and Sellers on the Monterey Peninsula since 1990. The majority of Barbara's business is based on referrals and repeat clients. She serves on the Monterey Board of Realtor's Professional Standards Committee and Local Government Relations. She has earned the Certified Residential Specialist designation awarded to only 4% of agents nationwide. As a Certified Home Marketing Specialist

integrating many low-cost home improvements and proven marketing strategies resulting in receiving the best price for your property and reduced marketing time.

Patricia Major / TimeWise Coaching and Consulting

15321 Via La Gitana, Carmel Valley, CA 93924
pmajor@timewisecoaching.com

I specialize in working with professional women who want more time to spend doing what REALLY matters, helping them achieve balance, success, and peace of mind.

Susan Theodore / Fresh Interiors

965 Margaret St., Monterey, CA 93940
susan@freshinteriors.biz

Fresh Interiors is a residential interior design firm that works with clients to create a home that reflects them, their tastes and personality.

YOUR TOWN RADIO & TELEVISION PROGRAM

FREE MARKETING OPPORTUNITY FOR YOU AND YOUR BUSINESS

Once a month, 3 – 6 PWN members are given the opportunity to get marketing exposure for their businesses with 10 -15 minutes of FREE publicity on local Radio and TV. Do you know how much you would pay for 10-15 minutes of air time on the radio or TV to promote your business? Would you like to take advantage of this benefit of PWN membership?

The Professional Women's Network of the Monterey Peninsula (PWN) features several members monthly on a one hour live program the first Tuesday of every month at 5 p.m. on the Your Town Radio & Television Program. The Your Town program airs on AMP Cable TV Channel 24, News Talk 1240 AM KNRY Radio and live stream on the internet, www.ampmedia.org.

The program guests appearing each month are selected and chosen to support the monthly meeting program theme for the PWN meeting the following evening. So, if you are showcasing at the monthly meeting, this is a great opportunity to market yourself to the Monterey Community the night before you do your PWN showcase. The program format is an interview dialogue. There are 3 on-air segments, 15 - 20 minutes long, with 1-2 guests per segment. Within that time frame, PWN members talk about their business and the benefits of the company's products and services for the community.

Right now, we have a few slots open in the next few months. If you have been a PWN member for at least 3 months and have not appeared on the program in the last 6 months, you can sign up now if your business fits into the upcoming monthly themes or you want to grab a spot in the "open to any member" program in July:

May 1 – SUMMER

(Child Services, Travel Services, Entertainment, Photography)

June 5– HEALTH

(Doctors, Dentists, Fitness, SPAS, Holistic)

July 3 - OPEN

(any business can sign up)

August 7 – LEGAL & ACCOUNTING

(Legal, Insurance, Finance, Banking, Investments)

If you are interested in appearing on the program on one of these dates or want more information about the program, please email your name, the name of your business, and which program you want to appear on to Gwen Brooks, PWN Publicity Chair, and program host at gwen.brooks@comcast.net. Also, tune in next Tuesday, April 3rd to learn more about 6 PWN members and their businesses.

CALENDAR

- | | | | |
|------------------------------|---|----------------|---|
| 4/4/07 | PWN Monthly Meeting
5:30pm
Embassy Suites
Monterey Bay Seaside | 4/21/07 | Monterey Peninsula Chamber of Commerce
99th Annual Awards Dinner
Hyatt Regency Monterey |
| 4/7/07 | Breakfast with the Bunny
Hosted by the Carmel Host Lions Club.
This is not an Easter egg hunt. | 4/25/07 | The National Steinbeck Center's
Ag Forum Presents:
"Monterey County; What's Next" |
| 4/8/07 | Easter | 4/29/07 | Big Sur International Marathon |
| 4/9/07 | Carmel Chamber Ribbon Cutting at
Salon at Lincoln Lane | | |
| 4/12/07 -
4/15/07 | Sea Otter Classic
A celebration of cycling. | | |
| 4/13/07 -
4/14/07 | 1st Annual Rock 'n Rod Festival
at the Monterey County Fair Grounds. | | |
| 4/19/07 | Power Networking Lunch PWN
11:45-1:30pm
Jack's at the Portola Plaza Hotel
<i>Please RSVP to Donna Aikins at 655-5689</i>
<i>This is a terrific venue to market your
business! You can bring a business related
question and/or marketing announcement.
Take advantage of this great way to get
help, share ideas, and offer advice.
Everyone benefits.</i> | | |

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