



NETWORKING

Professional Women's Network of the Monterey Peninsula *Volume 32* July 2006

IMPORTANT NOTICES

NEXT PWN MEETING

NOTE: July 12, 2006

11:30 AM—1:00 PM

Steinbeck Center
Old Town Salinas

POWER NETWORKING

LUNCH

Thursday July 20
Jacks at the
Portola Plaza Hotel

11:45 am – 1:30 pm

Please RSVP to

Donna Aikins at 655-5689

This is a terrific venue to market your business! You can bring a business-related question and/or marketing announcement (s). Take advantage of this great way to get help, share ideas, and offer advice. Everyone benefits.

NEW MEMBER ORIENTATION

The next **New Member**

Orientation will be held

August 17 directly following the PWN Power Networking Lunch from 1:00-1:30 at Jacks.

Please be prompt!

New members find out how to get the most out of your PWN membership. For information on our next New Member Orientation please call Sandra Collingwood at 373-5352.

Future orientations may be held every other month just prior to our monthly meetings or after monthly luncheons.

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.

A MESSAGE FROM THE PRESIDENT, Theresa Ream, Ream Companies



Hello, my fellow members,

Summertime is upon us and I hope that you are getting a chance to enjoy this nice warm weather. Remember to take some time and enjoy our beautiful Monterey area with maybe a stroll on the beach in the evening.

June's meeting was very enjoyable. It just seemed like one of those very special meetings. I like how the two separate tables for members and guests are now set up at the entrance. It really simplifies the sign in process. I want to thank Rosemary our Membership Chair and Susan our Programs Chair for coming up with the idea.

Have you gotten a chance to

read some of "Smart Women Finish Rich" yet? I again would like to thank Deborah Juran and Morgan Stanley for gifting the books to the organization. That was a very thoughtful gesture.

Have we talked about referrals lately? Are you referring and getting referrals? If not, why not? Please go through the directory and see what kinds of services you or your friends might need this month. Make your goals to get to know at least one member a month a little better. Make sure you take the time to write your testimonials. Remember energy builds on energy. When we take the time to do these things it creates positive energy and good will in our organization.

Your PWN Board is starting to think about the upcoming 2007 Board, and is in the process of starting our search for members who are interested in being on next year's board. Serving on our board is a great way to increase your visibility. If you are interested in learning

more about which positions are available, please contact me by email at tream@redshift.com.

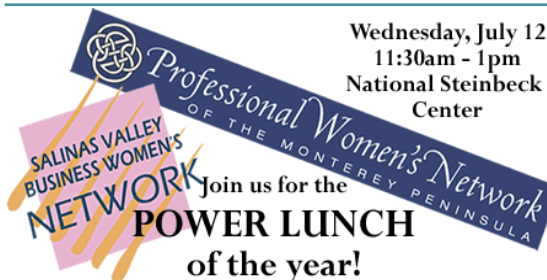
Are you ready for a change of scenery? Come and join us at our annual Joint Luncheon with the Salinas Valley Business Women's Network on July 12th at 11:30 at the Steinbeck Center in Salinas! This is a great opportunity to connect with our SVBWN sisters with a wonderful lunch, fun networking and a chance to meet new and exciting people. Please remember that this luncheon replaces the evening meeting for July so please, do not be the member who shows up on Wednesday July 5th and no one else is there!

I look forward to visiting with you at the joint luncheon.

With Great Expectation
Theresa Ream
Ream Construction Inc.
Disaster Kleenup Specialists
Cypress Cabinets
Excel Carpet Care
Floor Store USA

Save The Date!

Wednesday, July 12
11:30am - 1pm
National Steinbeck
Center



The Professional Women's Network of the Monterey Peninsula (PWN) and The Salinas Valley Business Women's Network (SVBWN) will host their annual joint luncheon on Wednesday, July 12, 11:30 a.m. – 1:00 p.m. at the National Steinbeck Center, One Main Street, Salinas. Members of these sister organizations meet each year to make new business connections, renew acquaintances, and share marketing strategies. The cost for the lunch is \$15. The public is invited to attend the lunch, but space is limited and reservations are recommended. Reservations may be made by visiting the Salinas Valley Business Women's Network store on their website

ADVERTISING OPPORTUNITIES

Banner Ads Get Noticed!

PWN members can advertise their businesses on the PWN website using a "banner ad." Banner ads run for 6 months and cost only \$60 or one year for \$90. Contact **Marimer Panganiban** at marimer@yahoo.com for details! And, did you know that for a one-time fee of \$15 you can link your web address from your directory listing to your website? Another benefit of your PWN membership!

Email Blasts!

Using PWN e-mail blasts is a huge benefit of your membership. Each member is allowed to send two e-mail blasts relating to their business each month, so use them to your advantage!

Direct Mail To PWN Members

If you have an upcoming workshop, special sale, or other announcement that you want to communicate to PWN members, direct mail is a great option. Did you know that you can order mailing labels for all PWN Members for only \$10?

Newsletter Ads Increase Your Visibility

Monthly & Special Yearly Rates. You Too Can Have An Ad In The Newsletter! For More Information Please contact **Jeanette Kern** at (831) 372-8011.

FEATURED BOARD MEMBER, Laurie Bend, Tech Chair



What do you see as your role in this position?

My role as 2006 Tech Chair is to make our PWN website as user-friendly as possible, as well as to assure that all information on the website is current and relevant to our members.

What are your goals as a PWN Board member this year?

I have set a few goals for myself as Tech Chair on the Board. First, I am listening to our membership for suggestions and ideas on how to make our website more valuable to them. I would like the website to be an interactive site that allows members to easily distribute information about their businesses to other members. Also, to allow an informal forum for members to brainstorm, relay ideas or ask for suggestions from other members in an open format. I am also working with my Web Tech committee on increasing our members' interest in advertising on the PWN website. Who wouldn't want web exposure for an affordable fee that not only supports our PWN membership but supports our PWN scholarships?

Tell us about you and your business:

I am part of Bend Chiropractic Center as the Office Manager. Our practice will be celebrating 4 years on the peninsula in

August! My husband, Dr. Richard Bend, is the only third-generation chiropractor on the Monterey Peninsula. Our practice has a variety of patients ranging in ages from new borns to 91-years-old! Chiropractic health care is an alternative to typical Western Medicine. Many patients who come to our office tell Dr. Bend that they don't want to take another pill for another ailment...they want a more natural approach to resolve their symptoms and suffering. These patients do well on the road to recovery as our natural approach, allowing the body to heal itself, allows them to feel better and lessen their dependence on prescription as well as over-the-counter drugs. Some say they truly "believe" in chiropractic as if it is a conscious decision. We respond to them by stating that chiropractic care not only benefits humans but has results on dogs, cats and horses. Animals don't have belief systems to determine logically if chiropractic works... it just does! If you have been curious about chiropractic but scared to make an appointment, call our office for a consultation with Dr. Bend. He'll quickly put your mind at ease. Dr. Bend is the best chiropractor in the state and I am proud to be part of his team!

Anything else you want PWN members to know?

I have made some wonderful friends through my association with PWN. I don't know of many other organizations that allow women in business to form such comradery. My three kids, Mitchell, Rachel and Kyle are used to me staying out past their bedtimes either at a PWN membership/board/committee meeting, PTA meeting or Girl Scout meeting. They have learned not to ask, "What's for dinner?" Having young, school-age kids, a husband and a growing chiropractic practice (as well as a few other business endeavors in the works) definitely keeps me on my toes. I believe in leading by example, speaking what you mean and living each day without regret. I hope my kids will follow my lead as they grow up and become great contributors to our world.

MPCC CHAMBER NEWS

**Monterey Peninsula Chamber of
Commerce Brown Bag Lunch
Wednesday, July 12, 2006 from
12:30 PM to 1:30 PM**

Monterey Public Library 625 Pacific St.

"HOW TO BUY OR SELL A BUSINESS"

Presented by Don Schwartz
Syndic Corporation

In this important presentation, Don Schwartz will discuss:

- MAKING THE DECISION TO BUY OR SELL YOUR BUSINESS
- SELECTING THE MOST LIKELY PRICE
- HOW TO STRUCTURE THE TRANSACTION
- CLOSING THE SALE

About Don Schwartz:

Don Schwartz is the President and founder of Syndic Corporation. His company represents buyers and sellers of businesses and professional practices. It also provides business appraisal and consulting services for buyers and sellers and clients involved in matters of litigation.

Don is a California real estate Broker, business appraiser, consultant, author and recognized public speaker. His past professional experiences include a term as a court-approved Receiver for the United States District Court; the Directorship of a prestigious business college; President of the Better Business Bureau of San Francisco; a member of the Institute of Business Appraisers, the Greater Fresno Chamber of Commerce and the Monterey Peninsula Chamber of Commerce, and a counselor for SCORE, sponsored by the U.S. Small Business Administration.

The Brown Bag Lunch Program is free, open to both Chamber members and the general public. Attendees can bring their own lunch and eat it while listening to qualified professionals who will present a variety of practical, useful topics of interest to business owners, employees and the public. Parking is available in the lot behind the library, in the lot

across the street adjacent to the Fire Station, in the parking garage 2 blocks away on Calle Principal and on the street. As the Brown Bag Cookie Sponsor, Beyond Wheat will provide complimentary cookies.

Reservations are advised and appreciated. To RSVP, please call Wendy Brickman of Brickman Marketing at 831-375-1537 in Monterey or 831-633-4444 in Salinas OR email brickman@brickmanmarketing.com.

PEOPLE ARE TALKING

Congratulations to the PWN Members that won recognition and awards at the recent Monterey Peninsula Chamber of Commerce Business Excellence Awards Dinner event! They are: **Cathy Montante** of **Collezione Fortuna** for the 2006 Rookie of the Year Award; **Terry Low** of **Byte Technology** for the 2006 Technology/Manufacturing Award; and **Vicki Lynch** of **Eclectic Embroidery** for the 2006/2007 Adopt A Business Award! Bravo and a round of applause to all the PWN members that were BEA nominees; they were: **Del Monte Center, Liguori Design, Monterey County Fair, My Private Liaison, Primerica Financial Services, Washington Mutual, and Wellness Laser Therapy.**

Congratulations to **Denise Kaku** of **Turning Point Coaching & Consulting** for being selected as the PWN recipient of the 2007 Leadership Monterey Peninsula Scholarship!

SAVE THE DATE for Tuesday, July 18, 2006 for the return of the Fashion Salons, "Mid-Summer Flair" at **Collezione Fortuna Fashion Boutique**, from 5:30PM to 7:30PM. The event is free, complimentary wine and appetizers will be served. There will also be informal modeling of the latest 2006 Summer Fashions, and a raffle of many prizes. A percentage of the sales during this event will benefit Gateway Center in Pacific Grove, CA (www.gatewaycenter.org) Please call 373-1287 before July 14, 2006 for reservations/more information.

TESTIMONIALS

For Gwen Brooks of Brooks Consulting from Grace Darcy

I was deeply impressed by the way **Gwen Brooks** handled the **PWN TV/Radio** show. She is an outstanding TV/Radio host, and she knows her subject and her profession thoroughly, and I am delighted that she is in the

communications business. Brava Gwen!

For Rebecca Pieken of Central Avenue Bakery from Jean Stallings, Professional Registered Parliamentarian

Rebecca Pieken sent out an e-blast offering to please every gastronomic need from

Central Avenue Bakery, just when I needed to host my church circle and attend a potluck! I picked an assortment of delicacies and everyone pronounced them all absolutely perfect!! Thanks so much Rebecca!



A Prayer for Loralyn Thompson, The Housepaintress



From all the rest I single out you, having a message for you,
You are to die-let others tell you what they please, I cannot prevaricate,
I am exact and merciless, but I love you-there is no escape for you.

Softly I lay my right hand upon you, you just feel it,
I do not argue, I bend my head close and half envelop it,
I sit quietly by, I remain faithful,
I am more than nurse, more than parent or neighbor,
I absolve you from all except yourself spiritual bodily, that is eternal, you
yourself will surely escape,
The corpse you will leave will be but excrementitious.

The sun burst through in unlooked for directions,
Strong thoughts fill you and confidence, you smile,
You forget you are sick, as I forget you are sick,
You do not see the medicines, you do not mind the weeping friends,
I am with you,
I exclude others from you, there is nothing to be commiserated,
I do not commiserate, I congratulate you.

Walt Whitman



Remembering Trace Carter...



Marianne "Trace" Carter May 31, 1956 ~ June 6, 2006 SEASIDE - On Tuesday, June 6, 2006, Trace passed away at her home. Trace was born on May 31, 1956 in Barre, Vermont. She grew up in Vermont, where her mother (Joann Tracy), step-father (Lewis Tracy) and half-sister (Lisa) still reside. Trace's brother, Jim Tracy, lives in Kentucky. She was preceded in death by her father, Rudy Dukett.

Trace lived in many places across the United States, including Providence, Rhode Island and Boston, Massachusetts, but fortunately for the Monterey Peninsula she finally found her true home here. She quickly became very involved and well loved in our community.

Over many years, Trace served on the Boards of The Children's School, Leadership Monterey Peninsula, and the Professional Women's Network. She contributed greatly to the Monterey Peninsula Chamber of Commerce, the Nanao Junior Wings Program, and as La Leche League Leader. She left a wonderful mark with any endeavor she took on - toy making, reading for the blind, hosting a radio show,

working at a winery, developing carpentry skills, and even reading tarot cards. While she contributed to many important and worthwhile organizations and projects, her role as wife to Skip (Dr. Everett Carter) and son Everett gave her the greatest joy. As partners in life and in business (Taygeta Network Security Services), Skip and Trace were closer than many married couples and would have soon celebrated their twenty-first wedding anniversary. Trace's pride and joy, however, was her 15-year-old son, Everett. She was grateful for every minute she spent with him.

Trace touched the lives of many, many friends. She was a wonderful, dynamic and charismatic woman, who was always vibrant and engaging. Many can still hear her deep, throaty laugh and see her beautiful smile as she delivered her witty catch phrase "we cover your cyber assets". She will be deeply missed by all who knew and loved her. A memorial service will be held at 1 p.m. on Saturday, June 24, 2006 at the Unity Church of Monterey Bay at 601 Madison in Monterey. A celebration of her life will immediately follow the service. Donations in Trace's honor may be made to the Everett Carter III Scholarship Fund at Comerica Bank in Monterey, California.

Trace's memorial service was held on Saturday June 24, 2006 at the Unity Church of Monterey Bay located in Monterey. The ceremony was wonderful, charming and witty. Love filled the room along with about 150 people from all walks of the community. The afternoon began with a loving speech and poem from the

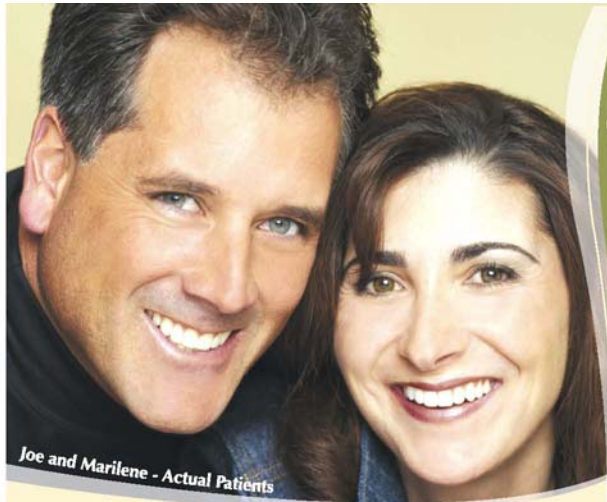
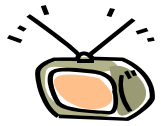
Reverend Steve Maynard. Even though he didn't personally know Trace he surely did his homework. Others that were requested to speak were from some of Trace's favorite organizations. They spoke about this tremendous, loving **throaty voiced** beautiful woman and how they were touched by her life. They included: Gail Root, of La Leche League of Monterey County, Donna Band of Leadership Monterey Peninsula, Tish Sammon of Community of Caring, Laurie Bend of Professional Women's Network, and Cynthia Buhl of Monterey Peninsula Chamber of Commerce. The afternoon ceremony ended with Everett (Rhett as he is often referred to) and Skip speaking of their mother and wife. Rhett told a story of how his mother always chose to enter his room at the most amazing times. During the previous week, the door would fling open for no obvious reason whatsoever though Rhett knew why. Skip mentioned that he was forever grateful that Trace was involved in so many rewarding community opportunities. He mentioned she often was too much to handle and glad we all shared in her life! The candle lighting at the end was incredibly powerful. She would have loved it!

The afternoon ended at La Mirada Rose Garden for more reminiscing and remembering of an incredible unforgettable woman whose name was Trace Carter! For those who wish to sign her online Monterey County Herald obituary please go to their website and click on the Obituaries link—type in her last name and this will lead you to her obituary.



TUNE IN

The Professional Women's Network of the Monterey Peninsula (PWN) broadcast on the Your Town Radio & Television Program will be a rerun due to the July 4th holiday!



Joe and Marilene - Actual Patients

THE PENINSULA'S FIRST CHOICE FOR SENSATIONAL SMILES

Make us your first choice for a healthy smile and all your dental needs.

We blend the art of advanced preventive and cosmetic dentistry with a spa-like environment to give you and your family the best dentistry has to offer. Our unique approach makes your visit comfortable, easy and enjoyable.

Call Kaja, our patient care coordinator, today at 831-372-8011 to schedule your FREE Smile Consultation (\$150 value). What are you waiting for?

Ready for a fresh approach to dentistry?

Dr. Jeanette Kern has trained with the world's leading restorative and aesthetic dental experts. She is the winner of the prestigious Dental Association Award of California. That's experience you can trust.



JEANETTE KERN DDS
PERFECTING SMILES - ENRICHING LIVES

660 Camino Aguajito, Suite 201, Monterey
831-372-8011 / www.jkerndds.com

SMILE DESIGN

ADVANCED AESTHETICS

PREVENTATIVE

ZOOM WHITENING

INVISALIGN

SEDATION

Relax... go to the beach...
and let us clean for you!

- Carpet and Upholstery Care
- Oriental & Fine Rug
- Air Duct Cleaning
- Tile and Stone Cleaning
- Water Extraction and Drying

EXCEL
Carpet & Upholstery Cleaning
567 Ortiz Avenue, Sand City, CA
Call 899-6518



PWN 2006 BOARD OF DIRECTORS & COMMITTEE CHAIRS

BOARD OF DIRECTORS

	PHONE	EMAIL ADDRESS
Theresa Ream, President	899-3938	TLReam@Redshift.com
Cheryl Beller, Treasurer	643-0740	c2lb@aol.com
Phyllis Grillo, Secretary	402-8030	pweinbrenner@comcast.net
Sherri Coffelt, Past President	455-2693	sherri@resultspartner.com
Rosemary Leonard, Membership Chair	224-2291	creativecakery@yahoo.com
LuAnne Hutchings, Networking Editor	884-9672	luanne@myprivateliaison.com
Susan Mark, Programs Chair	521-5846	tranqtrans@comcast.net
Julie Cavassa, Publicity Chair	455-6377	jcavassa@comcast.net
Jeanette Liguori, Showcase Chair	375-1273	jeanette@liguoridesign.com
Laurie Bend, Tech Chair	372-2363	bend_office@yahoo.com
Donna Briley, Fundraising Chair	521-9991	donnacarmel@yahoo.com

COMMITTEE CHAIRS

Donna Aikins, PWN Networking Luncheon Contact	655-5689	donna@commonbond.biz
Marimer Panganiban, Website Ads & Links	905-7681	marimer@yahoo.com
Rosemary Leonard, Chamber Contact	373-8555	creativecakery@yahoo.com
Sandra Collingwood, New Member Orientations/ Ambassador	373-5352	SandraColl@aol.com
Loralyn Thompson, Information Officer	625-3003	loralyn@montereybay.com
Gwen Brooks, PWN TV-Radio Show Host	658-0670	gwen.brooks@comcast.net
Kristin Cota, Buddy Program Chair	455-1022	kristincota@marykay.com



THANK YOU to all the contributors to the raffle at our June monthly meeting. They were: **Jean Stallings, Professional Registered Parliamentarian**, a watch; **Kristin Cota of Mary Kay**, a private spa collection; **Sally Johnson of Mary Kay**; three \$25 gift certificates; **Cheryl Beller of Melaleuca**, Hand soap & Oil; **Lori Silver of Law Offices of Lori Silver**, a gift certificate for a 1/2 hour session; **Shirley Spalletta & Natalie Hungerford of Edward Jones**, a picnic basket; **Ann Appel of Appel Insurance Agency**, a home & auto fire extinguisher; **Priya Sethi of Crisp Vision Optometry**, a gift certificate for \$175 on an eye exam; **Denise Kaku of Turning Point Coaching & Consulting**, two bottles of wine & a free life assessment; **Mary Potter of AAA Travel**, two travel bags with guides to Italy & luggage tags; **Cathy Montante of Collezione Fortuna**, a 20% off purchase; **Dr. Radhika Mohandas**, a gift certificate for laser hair removal & a vitalize chemical peel; **Barbara McHale of Chris' Classic Confections**, Carmel corn & toffee; **Janet Ostarello of Party Light**, a fiesta jar candle; **Tana Marie Misrack of Passion Island**, massage oil, heart to heart nail polish, love bugs.

Radhika Mohandas, M.D.

...announcing the grand
opening of her new family
medical practice!



New patients welcome
Same day appts. available

880 Cass St, Suite 209
Monterey, CA 93940



831-642-6266

www.montereydoctor.com

Dedicated to Excellence of Care for the entire family

PWN CALENDAR OF EVENTS

July 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
July 12 12:30 MPCC Brown Bag						1
2	3	4 Fourth of July 	5	6	7	8
9	10	11	12 Joint Luncheon 11:30—1:00	13	14	15
16	17 Newsletter Submission Deadline 	18	19	20 11:45-1:00 PWN Power Networking Luncheon	21	22
23	24	25	26	27	28	29
30	31					

JULY 2006

4th—Holiday (PWN TV/Radio Show Rerun)
 12th—**Joint Luncheon** with SVBWN —11:30 Steinbeck Center, Salinas
 12th—MPCC Brown Bag—12:30 pm
 17th—August 2006 Newsletter Submission Deadline
 20th—Power Networking Lunch—11:45 am Jack's at Portola Plaza

AUGUST 2006

1st—PWN TV/Radio Program
 2nd—PWN Monthly Meeting
 9th—MPCC Brown Bag—12:30 pm
 16th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
 17th—Power Networking Lunch—11:45 am Jack's at Portola Plaza
 21st—September 2006 Newsletter Submission Deadline

SEPTEMBER 2006

5th—PWN TV/Radio Program
 6th—PWN Monthly Meeting
 13th—MPCC Brown Bag—12:30 pm
 18th—October 2006 Newsletter Submission Deadline
 20th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
 21st—Power Networking Lunch—11:45 am Jack's at Portola Plaza



Share your news

Send in your articles, suggestions and comments
 to LuAnne@myprivateliason.com

WWW.PWNMONTEREY.ORG