



# NETWORKING

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

## IMPORTANT NOTICES

**NEXT PWN MEETING**  
**June 7, 2006 - 5:45**  
**Embassy Suites**  
**Monterey Bay Seaside**

## POWER NETWORKING LUNCH

**Thursday June 15**  
**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 **June 15** 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. **Watch Networking for details!**

## 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



Can you believe how fast this year is going by? I am so sad that half my year as your President has already passed. Working with this wonderful bunch of ladies known as your board has been so much fun. I have especially enjoyed being involved with all the changes that we have implemented in the first part of this year. I love the buzz of the meetings, the monthly themes we now have along with the showcases that include all members who fall into that month's category. I particularly like the fact that our showcases are now set up throughout the entire meeting.

What did you think about the mixer? Wow - is what comes to mind when I think about it. It was so action packed and fun. We had about twenty guests come to the mixer with thirteen guests becoming members that evening. It was great to hear first hand from a student's testimony how our scholarships to the Monterey Peninsula Colleges' Women Supporting Women program had helped her. Playing bingo was a blast and the raffle items were fabulous. In my opinion, it doesn't get any better. And having Grace Darcy, one of our founding mothers and the first Woman of the Year there was a very emotional time for me. Grace has agreed to join Gwen Brooks on an upcoming PWN television show and she also agreed to come and celebrate with us at our Christmas Luncheon. July's meeting should be

equally action packed. With the theme being Legal Service we should have some great showcases. Our speaker, Certified Investments Management Analyst, Deborah Juran promises to be both entertaining and educational. Members are encouraged to arrive early as the first 80 people will receive a free copy of "Smart Women Finish Rich" by David Bach. So I guess I will see most of you there at 4:30. Just kidding!

See you all at our next meeting on June 7th at 5:45 for more food, fun and networking!

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

## Our June 7 Speaker, Deborah Juran, "Get your Financial Game Plan in Play"

Certified Investment Management Analyst, Deborah Juran, will speak on the importance of implementing a financial game plan that empowers women to use money to make their lives better at our next regular meeting, Wednesday, June 7, 2006 at the Embassy Suites in Seaside, 5:45 p.m. Members and Guests are encouraged to

arrive early as the first 80 attendees will receive a free copy of, "Smart Women Finish Rich" by David Bach. The New York Times bestselling book outlines a nine step program for spending wisely, establishing security and aligning money with your values.

Ms. Juran is a Senior

Consultant with Morgan Stanley, designated as a certified specialist in Foundations, Endowment and Trusts. As a Wealth Advisor, she has been selected and specifically trained to service the firms' high net worth clients. She has access to highly specialized solutions offered by Morgan Stanley and its affiliates.

## 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](mailto: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? Contact **Loralyn Thompson** at 625-3003 for more information.

### 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, Susan Mark, Program Chair



### What do you see as your role in this position?

To keep the monthly meetings organized & stream lined to meet the growing needs of our members. The first impression of any business is what our clients/customers will remember. I want our members & guests to feel welcome & proud to be a member of PWN. Having fun, retaining networking skills, a safe atmosphere to ask questions, practice marketing techniques & speakers who inspire & teach. I would like each member/guest to leave feeling full of positive inspiring energy to get them through another month of profitable business. Bringing a different look to the meetings & special events are what I bring to the table.

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

Jeanette Liguori & I have teamed up this year in order to bring to the membership a different feeling when the members are showcasing. Using all sensory to teach, hearing-speaking-seeing-feeling-tasting that is how we all learn. The staging of the room/the presentation of the showcases/official

large name tags were goals for the beginning of the year. For the rest of the year my goals to reach are the refinement of all that I have mentioned plus a few other surprises.....you'll see soon enough!

### Tell us about you and your business:

Tranquil Transitions: Home-Office-Project Organizing: This is my passion. When it overwhelms others to see a mess, I see fun & pleasure. Taking chaos & turning it into something useful is very rewarding. The work I do at PWN is project work. Using this as an example, I saw a project that could use some tweaking, streamlining & organizing in its first impression look.

In the home & office my work would consist of the efficient use of the space. Traffic patterns, paper trails, storage, inventory controls, etc. In the organizing business what I like to do most is room organizing or many rooms as the case might be! The goal of my business is to increase the flow of efficiency to the work place & the home. Productivity is the key to all work & play. If you feel like your walking through mud you need me!

### Anything else you want PWN members to know?

Life is full of change. Embrace it & let it flow through you. Learn what it is that you know you need to learn. If you don't--you get to go through it again! The people who are put into your life also learn lessons either by watching you or by what you are suppose to give to them. Painful lessons & people can be the pits. But there are many Angels out there just waiting to help. Most of them are PWN members!

## MPCC CHAMBER NEWS

**Monterey Peninsula Chamber of  
Commerce Brown Bag Lunch  
Wednesday, June 14, 2006 from  
12:30 PM to 1:30 PM**

**Monterey Public Library 625 Pacific St.**

**“MONEY 101: SHORT ANSWERS TO BIG  
QUESTIONS”**

Presented by Phyllis Grillo and Joe Sweeney  
Sweeney, Grillo & Associates

In this important presentation, Phyllis Grillo and Joe  
Sweeney will discuss:

- How money works
- How to read a Credit Report
- How to create liquid assets
- How to take advantage of market trends

About Sweeney, Grillo & Associates:

Sweeney, Grillo & Associates is an independently operated office of Primerica Financial Services, a subsidiary of Citigroup. Its goal is to teach people to become debt-free and financially independent, accomplished through financial education, services and products. Serving clients from many diverse industries, they offers an emphasis in women's financial, hospitality employee programs and small business retirement plans.

Partners Phyllis Grillo and Joseph Sweeney bring nearly 15 years of experience to their financial practice. Their goal is to make money matters enjoyable – dare they say “fun” -- and do this by breaking the process into “bite-sized” pieces. Relating to their clients on a personal level, allows them to feel confident and comfortable during the planning process; being comfortable allows clients to move forward. Their business philosophy is to cast vision, add value and serve well.

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. Complimentary cookies will be served by Beyond Wheat.

## JUNE SHOWCASES

Legal Services which includes:

- a) Insurances
- b) Lawyers
- c) Financial Services

**Ann Appel** from Appel Insurance Agency

**Steve Doherty** from **Morgan Stanley**

**Natalie Hungerford** from **Edward Jones**

**Phyllis Grillo** from **Primerica Financial Services**

**Jean Stallings** whom is a **Professional Registered Parliamentarian**

### Noteworthy News:



**Dr. Christina Grant, Ph.D., Holistic Healing, has relocated her Pacific Grove office to: Holistic Elements, 704D Forest Avenue, Pacific Grove.**

## CREATING YOUR TAGLINE, Julie Cavassa, Publicity Chair

As a way of controlling our time at the meetings, the board is asking that you limit your introduction to your name, business name, and tagline. This should take no more than 15 seconds. Also, be sure to let your guests know they will be invited to introduce themselves with their name, business name, and who referred them ONLY. No announcements or explanations of their business or why they are in attendance.

The following exercise will help you develop your tagline if you haven't already done so.

Tag lines – A tagline is a word or phrase that helps people readily identify with what you do or what you sell. "You're in good hands with Allstate" or GE's "We bring good things to life" are two examples. A short description of what value you give to your clients. No longer than 10 - 15 words.

- It identifies you as unique, different from the competition
- Makes people want to know more, sparks interest

Note the difference between "I'm an immigration lawyer" and "smoothing the rough spots in the immigration process for Salinas Valley's newest citizens." Or "I'm a dog walker" and "exercise

consultant to Monterey County's best loved dogs over 40 lbs." Which one makes you want to know more?

Steps to creating a timeless tag line.

1. Determine your niche. What makes you unique? What is your specialty?
2. Brainstorm a list of keywords related to your business. The more words, the better - verbs, nouns and adjectives. For instance, keywords for a fence company would include fence, boundary, perimeter, surround, keep in, keep out, bounds, picket, enclose, yard.
3. Now write down words that represent the benefits and results your clients and customers receive from your product or service. Speed? Convenience? Personal attention? Fame? Increased productivity?
4. Next, ask yourself what qualities characterize your clientele? Busy? Retired? Young professionals? Working mothers? Who do you serve?
5. Now brainstorm what your customers and clients are trying to avoid or get

rid of when they buy from you. For a house cleaning service that straightens up as well as cleans, it's chaos: We tame the chaos.

6. Looking over your list of words, begin experimenting with combinations. Keep going until you come up with 5 or 6 potential tag lines.
7. Choose your favorite based on the following:
  - Is it concise? 10 – 15 words, 5 seconds?
  - Is it distinctive? The following aren't: The Quality Professionals; Fine Dining; Products for Daily Life.
  - Does it communicate your message? Something that sounds catchy but doesn't fit what you do or sell won't serve you well.
  - Will it sound pleasant to the ear?
  - Is it something you can stand behind? If you tell customers you offer Clog-free Gutters - Guaranteed, you had better be able to deliver them.
8. PRACTICE – practice your tagline so that it rolls off your tongue easily. If you find, after a lot of practice, it still doesn't, then modify it.

## TESTIMONIALS

### **For Kristin Cota, Mary Kay Cosmetics submitted by Jean Stallings, Professional Registered Parliamentarian**

Kristin Cota promised me a fancy 3-way travel mirror if I would have 2-4 people come for a facial. I got the mirror, some Mary Kay products, a travel bag, and a very fun-filled afternoon! Then she invited me to another event where I won even more!! My friends enjoyed the event, too, and now they are inviting 2-4 friends for more fun-filled afternoons!

### **For Theresa Ream, the Ream Companies; Dr. Christina Grant, Ph.D., Holistic Healing; and Dr. Heidi Dudley, Sea What You Can Be Wellness Center submitted by LuAnne Hutchings, My Private Liaison**

There were some final touches that needed to be completed at our Central Coast Creative Center and the Ream Companies came through and handled "those touches" perfectly! We had the pleasure of dealing with Floor Store USA and Ream Construction during our process of remodeling our warehouse unit in Marina. Both companies offered a great product and service and we are very pleased to display their work

every time we have a group walk into our Center.

My visits with Dr. Christina Grant are completely refreshing. Anything that needs some energy shifts due to a creative block are completely re-aligned after each visit. I am pleased to know that even though Dr. Grant has moved to Aptos she still sees clients in her new office in Pacific Grove. If you haven't already made a visit to her please do - you won't be sorry!

I had the pleasure of having a "first visit" with Dr. Heidi Dudley, DC, last month. I am familiar with Chiropractic care however I didn't know what Network Chiropractic care was. She took the time to educate me in regards to what her treatments entail and how they differ and compare to regular Chiropractic care. With the new knowledge I now have I decided to continue the treatments. Thanks Heidi for making it easier for me to understand what Network Chiropractic care is!

### **For Janet Boudart, Natural Building Solutions/Nikken Wellness Homes and Dr. Heidi Dudley, Sea What You Can Be Wellness Center submitted by Dr. Christina**

### **Grant, Ph.D., Holistic Healing**

I recently ordered the Nikken water optimizer from Janet Boudart. The improvement in the quality of my drinking water is obvious from the use of this product. This is a valuable, health-giving item for anyone concerned about health and wellness. Janet Boudart is familiar with the Nikken line and will do a great job getting your order right to your front door in no time. I highly recommend giving her a call and discussing the water purifier, optimizer, shower filter, etc. Thank you Janet Boudart, for your expertise with these products.

Recently I visited the office of Dr. Heidi Dudley to experience Network Chiropractic. I was impressed how even the slightest adjustments make a profound difference in the body. Additionally, Dr. Dudley did some breathwork with me which was effective in opening some areas of restriction in my body which had positive consequences on my emotions and spirit. Thank you Dr. Heidi Dudley.

## **\*\*SAVE THE DATE\*\***

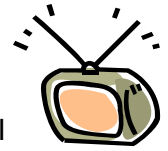
July 12, 2006 is our Joint Luncheon with the SVBWN held this year at the Steinbeck Center from 11:30 - 1:00. This

event will be required to be pre-paid. For more information regarding program format or payment

information, please contact Susan Mark at 521-5846 or [tranqtrans@comcast.net](mailto:tranqtrans@comcast.net).



## TUNE IN



The Professional Women's Network of the Monterey Peninsula (PWN) will broadcast a one-hour live program on the Your Town Radio & Television Program on Tuesday, June 6, at 5 p.m. The PWN Your Town program airs once a month on AMP Channel 24, News Talk 1240 AM KNNY Radio and live stream on the internet, [www.ampmedia.org](http://www.ampmedia.org). The program topic will be: How Networking Can Improve Your Business. **Gwen Brooks, Brooks Consulting**, will host the program. The PWN Founder **Grace Darcy** will join her with current PWN Members **Lori Silver, Attorney at Law, CPA, LLM**; **Jennie England, 'Wisdom in Action' Coaching & Training**; **Vicki Lynch, Eclectic Embroidery**; **Denise Kaku, Organizational Solutions**; and **Kathy Pomeroy, an Independent Appraiser Contractor from Larry Tack Appraisals**; to discuss how they have successfully grown their businesses locally by networking and why networking in Monterey is so effective.

**IMPORTANT INFORMATION**

**For all members who use REDSHIFT as their email provider:**

**If your internet provider is Redshift and you want to receive the PWN email blasts you must notify your Redshift administrator regarding changing your SPAM settings. It is up to each individual PWN Redshift user to handle this directly with Redshift pertaining to their specific account. Currently, all Redshift users are not receiving email blasts as they are being seen as SPAM and returned as undeliverable.**

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## PWN 2006 BOARD OF DIRECTORS & COMMITTEE CHAIRS

### BOARD OF DIRECTORS

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Gwen Brooks, PWN TV-Radio Show Host	658-0670	gwen.brooks@comcast.net
Kristin Cota, Buddy Program Chair	455-1022	kristincota@marykay.com



# May Mixer

*Vielen*  
**Dank**

**Gracias**

*Hvala*

*Merci*

**Bedankt**

**THANK YOU** to all the contributors to the raffle at our May Mixer meeting. They were: **Becky Sollecito of Woodies of Carmel** for Champagne, dish towels, bottles of wine; **Theresa Ream of Excel Carpet Care** for carpet cleaning; **Patricia Beltran of American Laser Center** for a gift certificate & beauty products; **Rebecca Pieken of Central Avenue Bakery** for a gift certificate; **Cathy Montante of Collezione Fortuna** for a 20% discount on clothing certificate; **Dr. Heidi Dudley of Sea What You Can Be Wellness Center** for a Stress, Scrub, Soothe Package; and **Lori Benak of Energia** for a 55 minute massage or facial.

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# PWN CALENDAR OF EVENTS

## June 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	Summer Has Arrived			1	2	3
4	5	6 PWN TV/Radio Program <b>1240AM</b> Amp Channel 24 5:00 - 6:00	7 <b>Monthly Meeting</b> 5:45 Embassy Suites Monterey Bay	8	9	10
11	12	13	14 MPCC BROWN BAG 12:30—1:30	15 11:45 - 1:00 PWN Power Networking Luncheon	16	17
18 Father's Day 	19 Newsletter Submission Deadline 	20	21 <b>Summer Begins</b> 11:15—1:00 SVBWN Monthly Meeting Steinbeck Center	22	23	24
25	26	27	28	29	30	

### JUNE 2006

- 6th—PWN TV/Radio Program
- 7th—PWN Monthly Meeting
- 14th—MPCC Brown Bag—12:30 pm
- 15th—Power Networking Lunch—11:45 am Jack's at Portola Plaza
- 21st—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
- 19th—July 2006 Newsletter Submission Deadline

### JULY 2006

- 4th—PWN TV/Radio Program
- 12th—**Joint Luncheon** with SVBWN —11 am 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



Share your news

Send in your articles, suggestions and comments to [LuAnne@myprivateliason.com](mailto:LuAnne@myprivateliason.com)

[WWW.PWNMONTEREY.ORG](http://WWW.PWNMONTEREY.ORG)