



NETWORKING

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

IMPORTANT NOTICES

NEXT PWN MEETING
March 1, 2006 - 5:45
Embassy Suites
Monterey Bay Seaside

POWER NETWORKING LUNCH

Thursday March 16
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

March 16 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



The February's Speed Networking Program turned out to be a huge success! I want to thank **Julie Cavassa of Life Tools Training** for doing such fantastic job of putting the Program together. It was so nice just to sit down and take a few minutes to get to know each other. I have gotten so many requests to offer the Speed Networking again. We will certainly try to work that in to our Programs before the years end.

The room set up seems to be working well and is very conducive to being able to network with each other. We

will be back in our usual room with the little round cocktail tables in March.

Our guest turn out for February was fantastic. I really want to thank the Membership for bringing guests to the meeting. I love the energy when we invite them up to the front of the room. I know this makes them feel good about PWN and with that we are getting more sign ups at the end of the meetings. Remember Guests become new Members and bring fire to our organization. Without growth we become stagnate. Growth in our organization means we are healthy. So having said this please make yourself friendly to our guests by going up and showing interest in them and offering to answer any questions they may have.

We seem to be on a Networking Roll. I am so excited that our very own

Robert Misrack will be our March 1st Speaker. Robert's topic will be - **Networking: From Fear to Success**. Robert will be educating us about overcoming our fears to become better versed in our networking. We can then use this information in May for our Spring Membership Mixer where there is plenty of opportunity to put this into practical use.

There is one thing I would like you to know. The inspiration I get from serving as your President and working and playing with such a dynamic group of individuals brings great joy to my life!

I look forward to seeing you at the March 1st meeting.

With Great Expectation,

Theresa Ream
Chief Financial Officer
Ream Construction Inc.
Disaster Kleenup Specialists
Cypress Cabinets

Robert Misrack - March 1 Speaker—*From Fear to Success*

Robert Misrack, the President and Director of Training for Strategies For Success, is a Master Trainer and a powerful presenter, frequently the keynote speaker for many professional organizations and community groups. He has extensive expertise in training design and implementation, personal coaching and outplacement services. He is also an author, corporate trainer and an executive coach.

Robert developed his successful approach over the last 20 years by working with Fortune 100's, small businesses, organizations and community groups. He has worked with every level of management and employees within a diverse array of companies such as: Hewlett Packard, Apple Computer, Cisco Systems, Texas Instruments, Motorola and IBM. He has designed and implemented training programs for City and

County employees as well as the students and faculties of numerous colleges.

"We are thrilled to have Mr. Misrack sharing his wisdom with us," said LuAnne Hutchings of My Private Liaison, and the PWN Newsletter chair. "Our board has committed to providing the best education and networking opportunities for our membership. I encourage members and non-members to attend."

IMPORTANT INFORMATION

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 \$50. Contact **Terry Low** at 656-9186 for details and specifications! Reminder - every current member of PWN is listed on our website at - www.pwnmonterey.org

Reminder!

Using the PWN e-mail blast is a huge benefit of your membership in PWN. You are allowed to send two email blasts relating to your business each month, so use them to your advantage. Thanks!

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.

Promote Your Business With An Ad In The Newsletter

Monthly & Special Yearly Rates. You Too Can Have An Ad In The Newsletter! For More Information Please Email **LuAnne Hutchings** at luanne@myprivateliaison.com

FEATURED BOARD MEMBER, Sherri Coffelt, Past President



Tell us about you and your business.

As a business and executive coach, I get to live my personal mission, being a catalyst for people to recognize and share their unique gifts with the world, every day. My 20 years of experience as a "Corporate Survivor", Small Business owner, Marketing Consultant and Coach allow me to support my clients in creating a life they love and making their businesses successful. Today, I coach people who are ready to start a small business, already have a small business and desire a partner in creating results, or are experiencing the reality of balancing a business and a quality life. I also love working with women navigating their way through the corporate world. As a **Results Partner** to my clients, I am dedicated to being the catalyst necessary for each client to achieve the results he/she desires and deserves.

Anything else you want PWN members to know?

I believe that getting our members involved and "invested" in PWN is critical to our organization's success. I want your feedback and ideas! Tell me, or any other Board member, how we are doing and what we can do to make PWN serve you best. We have made so many positive changes in the last few years, and I know that as we grow, there are a lot more great ideas out there to take PWN to even greater heights.

What do you see as your role in this position?

As Past President, my role is primarily a supportive one. My intention is to continue our Board's efforts to create an inclusive, fun organization that supports our members in achieving their personal and professional goals. In addition, I will provide support and encouragement to each of the Board members as needed to meet the needs of their Board role and the entire membership.

I believe that as a Board member, I am in service to the organization. I welcome feedback from the membership and am committed to the continued ongoing improvement of this organization in the year to come.

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

My goals this year are to continue to support the organization in making changes and additions that benefit the entire PWN membership. The Board this year has tremendous energy and many ideas to continue to add value to our membership. My goal is to provide insight, support, and energy to move both the Board and the organization forward.

MPCC CHAMBER NEWS

**Monterey Peninsula Chamber of
Commerce Brown Bag Lunch
Wednesday, March 8 12:30 PM to 1:30 PM
Monterey Public Library
625 Pacific Street**

“HOW TO MARKET YOUR WEBSITE!”

Presented by Chris James, Owner of Enflow Information Systems

In this important presentation for anyone with a website, Chris James will discuss:

- How to upgrade your Search Engine ranking
- Search Engine optimization for website marketing
- Link Building Campaigns
- Webpage Content Creation

Chris James is the Senior Architect and Programmer for Enflow Information Systems (www.enflow.com). An information technology company that builds enterprise level databases, software, websites, datamining systems, Flash and much more. Chris has over 15 years of experience in the developer and programming field. Founded in 1998, Enflow has worked with both small and large companies, including the U.S. Navy, McGraw Hill, Hayward Lumber, Bekins, West Marine, Granite Construction, CHOMP, and many others locally and nationally.

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 Creative Cakery, the Official Chamber Brown Bag Cookie Sponsor.

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

Wendy Brickman, owner of the award-winning firm, **Brickman Marketing**, has teamed up with **Shawna Hershfield**, an independent consultant with over 15 years of experience in corporate communications to obtain the 2006 Monterey County Fairgrounds marketing contract. Brickman Marketing has provided cost-effective, high quality public relations and marketing services to hundreds of local and national clients, including Del Monte Center, Community Care, Choice Home Health Care, The Monterey Scottish Games & Celtic Festival, and numerous other non-profit and private sector organizations. Shawna Hershfield most recently served as the Executive Director of the Monterey History and Art Association. **Wendy Brickman** and **Shawna Hershfield** will be handling public relations, marketing, sponsorship and other promotional activities for the Monterey County Fair, the Monterey Bay Race Place, and interim events at the Monterey County Fairgrounds.

My Private Liaison was named the 2005 New Business of the Year by the Marina Chamber of Commerce on January 27th. "We're thankful the community has embraced us," as quoted by co-owner **Todd Hutchings** in the Salinas Californian "I can't say enough about the direction Marina is going in." **My Private Liaison**, a company that specializes in event management, marketing, public relations, and photo and media services, also operates, "The Central Coast's Creative Center". This center hosts a variety of activities and events. Currently they are holding bi-monthly Cash Flow 101 games that encourage players to re-visit their beliefs about 'spending money'. For more information on their upcoming events please call 831-884-9672.

The Monterey Peninsula Chamber of Commerce has announced that **Mary Marlene Warburton** of **Washington Mutual Bank** in Monterey is the 2006 Robert C. Littlefield Award recipient. This very prestige award will be presented at the Chamber's 98th Annual Black Tie Dinner & Dance Event on April 1 at the Monterey Marriott Hotel which Mary is co-chairing with LuAnne Hutchings. Other recognitions will include the Citizen of the Year, Ruth Vreeland Memorial Award, Business of the Year and Volunteer of the Year for the Chamber of Commerce. Also **Mary Marlene Warburton** will be attending the "Best of the Best" Awards Dinner Gala as the No. 1 Business Lending Specialist, by **Washington Mutual Bank**, in all of Northern California on March 17. This is the 2nd year in a row she's being recognized for this achievement in the competitive lending marketplace.

TESTIMONIALS

For Julie Cavassa, Life Tools Training; Sean Robinson, MontereyBiz.com; Phyllis Grillo, Primerica Financial Services & Mary Helen Sperry, Realty World, from Laurie Bend, Bend Chiropractic

I want to thank Julie Cavassa, Life Tools Training, for the eye-opening, spirit-awakening seminars that she facilitates. I am a graduate of her "Power of the Mastermind" seminars and am eager and excited to continue to use the tools I have learned throughout this course. With my enlightened mindset I know that anything is possible once I set my goals and put action steps in place. Thank you Julie!!

We were so excited at our office when a quality patient was referred to us through MontereyBiz.com! We receive more local exposure on the internet with MontereyBiz.com than with any other website advertising service we have paid for. Sean Robinson really knows how to market MontereyBiz.com and everybody who advertises with him benefits from his marketing. Thanks Sean for continuing to give us great customer service and additional website advice!

Finances and investing can be an intimidating prospect for many women, me included!! I want

to thank Phyllis Grillo, Primerica Financial Services and Mary Helen Sperry, Realty World, for offering a "real world", down-to-earth look at getting a grip on finances. Their seminars have helped me come up with a plan to better my financial future. And it's not so scary after all!

For Jennie England, Wisdom in Action from Suzan Harnish, Adventures in Organizing

Jennie England's "Wisdom-Centered Communication" tele-course continues to be a resource for my business and personal communications. Her approach is gentle, straight forward, and powerful. Jennie takes real life challenges that participants bring and teaches simple ways to deal with even complicated discussions. Very practical and effective! I would recommend this course to anyone who deals with people (all of us)!

For Kristin Cota, Mary Kay Cosmetics and Suzan Harnish, Adventures in Organizing from Gwen Brooks, Brooks Consulting

Special thanks to Kristin Cota, Mary Kay Cosmetics, for a recent transformation. Kristin appeared on the PWN TV/ Radio program last month and came to my home before the

program for a personal makeover consultation. I was truly impressed with the quality of all the products and the make-up application was amazing. One viewer actually told me that she and her husband thought I looked like I had a facelift. Seriously, call Kristin today to schedule your session - you will not be disappointed!

If you want better control over the piles of paper in your life, Suzan Harnish, Adventures in Organizing, is the person to call. I've been working with Suzan for a couple months now and am delighted with the results. She is so supportive and her organizing systems are very practical. She knows how to make managing the paper in your life an enjoyable adventure!

For Dr. Jeanette Kern, DDS from Rosemary Leonard, Creative Cakery

Thanks to Dr. Jeanette Kern, DDS, I have a beautiful smile and I wear it with everything! I was so impressed with the state of the art techniques and technology Dr. Kern uses. Especially the intraoral video camera that allows you to view your mouth with Dr. Kern on the spot in order to better see and understand your treatment options. All of this, combined with the spa-like atmosphere, the gourmet coffee, biscotti's,

TESTIMONIALS

bottled water, aromatherapy, candles, paraffin hand dip, warm mittens for your feet and hands, a catalog of favorite CD's for your listening pleasure during treatment sets her apart from any other dentist I've ever known. I can't say enough about her caring, wonderful, professional, incredible staff: Danielle, Rosa, Kadja, Christie and Kelly, who always went out of their way to see that I was always comfortable and my every need tended to. I look forward to my visits - and they are exactly that - visits, because I always feel like I am visiting my friends when I go there and we usually have a wonderful time.

For Dr. Jeanette Kern DDS and Dr. Cynthia Westbrook and her Husband/Partner Dr. Richard Westbrook, New Beginning Health Care from Theresa Ream, The Ream Companies.

In the last few months I have had five crowns and various other procedures done by Dr. Kern. I am not proud of this but I am a Big Baby when it comes to getting my teeth worked on. I want you to know that I have never felt so comfortable with a Dentist before. Some of us do our jobs well and some of us have True Gifts. Jeanette is truly gifted. She is unpretentious so at times you forget she is at the top of her field. She also sets new standards on the Monterey

Peninsula with her innovation in new technology and Spa Dentistry practices. When I am with Dr Kern I don't feel like I am at the Dentist. I feel like I am stopping by to see a good friend!

My Husband Terry was recently in a lot of pain. Within four visits to Richard the pain is gone. Richard – you performed your magic again! I have even gone in with a bad cold and got treatment that instantly made me feel better. Can you imagine a Chiropractor helping with cold symptoms? I like the way that we can just call in the morning and they post the openings that they have for the day on their answering machine. It is very convenient to pick a time and leave a message that we are coming in for treatment that day if we need it. Terry and I wouldn't know what to do with out you. I want to send my heartfelt thanks to both of you.

For Lori Benok & Sherri Coffelt of Energia Body Center from LuAnne Hutchings, My Private Liaison

Since I joined Energia Body Center in mid January I have lost 2 lbs, an inch on my hips and my waist, and 1.5% body fat. Their "Quick Start" 10 week program is packed with useful health related information & lectures! They immediately set

you up for SUCCESS! Their surroundings are clean, organized, and staffed with fresh friendly energetic faces! They are always offering some kind of innovative educational experience so next time you are at Del Monte Mall stop in and see what gym & fitness discounts they might be offering!



Testimonials say it all...

It pays to do business with other PWN members. It builds bonds, develops community alliances, and strengthens relationships!

**Don't just talk about it
DO IT!!!**

March Business Services Showcases:

Roberta Young
Assessment Strategies

Terry Lowe
Byte Technology

Vicki Lynch
Eclectic Embroidery

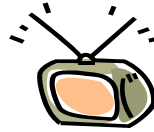
LuAnne Hutchings
My Private Liaison

Mary Jeanne Vincent
WorkWise

Tina Zmak
Zmak Creative



TUNE IN



The Professional Women's Network of the Monterey Peninsula (PWN) will broadcast a one hour live program at 5:00 PM, Tuesday, March 7 on the Your Town Radio & Television Program. The PWN Your Town program airs once a month on AMP Channel 24, News Talk 1240 AM KNRY Radio and live stream on the internet, www.ampmedia.org. The program topic will be: Improving your business doing business with local businesses. Gwen Brooks, Brooks Consulting, will host the program featuring six PWN members. This month's program guests will include: T. Brooke Smith, Monterey County Weekly; Mary Warburton, Washington Mutual Bank; Terry Low, Byte Technology; Karin Strasser Kauffman, co-author of *Beyond Superwoman*; Karen Hanlon, Carmel Pine Cone; and Karen Csejtey, Karen Csejtey Consulting. The guests will discuss various local business services.

Radhika Mohandas, M.D.

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PWN 2006 BOARD OF DIRECTORS & COMMITTEE CHAIRS

BOARD OF DIRECTORS

	PHONE	EMAIL ADDRESS
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Laurie Bend, Tech Chair	372-2363	bend_office@yahoo.com
Donna Briley, Fundraising Chair	521-9991	donnacarmel@yahoo.com

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Terry Low, Website Ads & Links	656-9186	tlow@byte-technology.com
Trace Carter, Web Tech Committee Chair	641-0645 T	trace@taygeta.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



**February's Speed
Networking Event**



THANK YOU to all the contributors to the raffle at our February meeting. They were: **Mary Potter, AAA** for a deluxe travel bag; **Rosemary Leonard, Creative Cakery** for 2 delicious cakes; **Patricia Beltran, American Laser Center** for 5 cosmetics items; **Donna Briley, Briley Acupuncture** for Pevonia facial cream; **Heidi McGurrin of Heidi McGurrin Photography** for a discount off a portrait setting; **Kristin Cota, Mary Kay Cosmetics** for facial brushes and a pedicure set; **Theresa Ream of the Ream Companies** for a blue candle; **Jean Stallings, Professional Registered Parliamentarian** for a bottle of Merlot wine; and **Janet Ostarello, PartyLite** for a Mulberry candle & holder.

Total raffle money collected: \$142.00



NEWSLETTER COMMITTEE SEARCH

We are looking for enthusiastic energetic PWN members who are willing to be on the Newsletter Committee. Currently, there are two positions available: 1) Advertising - this position is responsible for soliciting and tracking advertising, preparing & printing flyers and sending e-mail blasts; 2) Article submission - this position is responsible for soliciting articles from members and seeing that they adhere to a specific criteria and format. For more information contact LuAnne Hutchings at 884-9672 or luanne@myprivateliaison.com.



Time for Spring Cleaning

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



PWN CALENDAR OF EVENTS

March 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Monthly Meeting 5:45 Embassy Suites Monterey Bay	2	3	4
5	6	7 PWN TV/Radio Program 1240AM Amp Channel 24 5:00 - 6:00	8 MPCC BROWN BAG 12:30—1:30	9	10	11
12	13	14	15 11:15—1:00 SVBWN Monthly Meeting Steinbeck Center	16 11:45 - 1:00 PWN Power Networking Luncheon	17 HAPPY SAINT PATRICK'S DAY 	18
19	20 Newsletter Submission Deadline 	21	22	23	24	25
26	27	28	29	30	31	

MARCH 2006

- 1st—PWN Monthly Meeting
- 7th—PWN TV/Radio Program
- 8th—MPCC Brown Bag—12:30 pm
- 15th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
- 16th—Power Networking Lunch—11:45 am Jack's at Portola Plaza
- 20th—April 2006 Newsletter Submission Deadline

APRIL 2006

- 4th—PWN TV/Radio Program
- 5th—PWN Monthly Meeting
- 12th—MPCC Brown Bag—12:30 pm
- 17th—May 2006 Newsletter Submission Deadline
- 19th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
- 20th—Power Networking Lunch—11:45 am Jack's at Portola Plaza

MAY 2006

- 2nd—PWN TV/Radio Program
- 3rd—PWN Monthly Meeting
- 10th—MPCC Brown Bag—12:30 pm
- 17th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas
- 18th—Power Networking Lunch—11:45 am Jack's at Portola Plaza
- 19th—June 2006 Newsletter Submission Deadline



Share your news

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

WWW.PWNMONTEREY.ORG