



NETWORKING

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

IMPORTANT NOTICES

NEXT PWN MEETING
May 3, 2006 - 5:45
Embassy Suites
Monterey Bay Seaside

POWER NETWORKING

LUNCH
Thursday May 18
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 **May 18** 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



Are you ready for a fun filled night of food, fabulous prizes and networking? Well come on down to our Annual Spring Mixer on May 3rd. We will be awarding our scholarship money to Monterey Peninsula College's "Women Supporting Women Program." Joining us will be their Director / Instructor Phyllis Peet, Ph.D and hopefully a couple of the program's Scholarship recipients. We have decided to do something brand new this year and give one lucky applicant from our Membership a full scholarship to 2007 Leadership Monterey Peninsula (LMP). We will be explaining more on this at the Mixer and hopefully get a chance to meet a representative from LMP.

Please bring guests to our mixer

as we will be having a drawing for a free one year membership for a new member. A \$50 PWN gift certificate will also be awarded to the member who has the most guests who join PWN between April 5th and May 3rd!

We will also be taking the opportunity to honor our Past Women of the Year at this event. I am very excited about our Guest of Honor! Okay- Are you ready? I am thrilled to tell you that our very first Woman of the Year and one of our Founding Mothers of PWN, Grace Darcy, will be joining us. Grace was named the first Woman of the Year in 1984 and is still a current Member.

Last month I wrote to the membership about striving to become the next Woman of the Year. Have you given it further thought? This is the Criteria for the WOTY:

1. She will have been a current dues-paying member for at least one year.
2. She has accomplished something outstanding that reflects the ideals and goals of PWN.

3. She exemplifies the professional woman.

The current president of PWN is not eligible for one year following completion of the term as president.

We will be forming our Woman of the Year Selection Committee in the near future. We will be asking for one person from the general membership to join us in selecting our 2006 Woman of the Year.

I want each of you to know how happy I am to serve as your President this year. It happens to be one of the most fulfilling areas of my life and a source of continued blessings.

Let's have some fun – See you at the May Mixer!!

With Great Expectation,

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

The Annual Spring Mixer full of Fun, Prizes, Guests & Opportunities

Each spring the Professional Women's Network of Monterey Peninsula (PWN) gathers for an annual spring mixer and membership drive. This year's event will be held at the Embassy Suites in Seaside on Wednesday, May 3 at 5:45 p.m. The highlight of the evening will be the awarding of two scholarships

to the *Women Supporting Women* program at Monterey Peninsula Community College. PWN will also announce a new scholarship to be awarded to one of its members to attend the Leadership Monterey Peninsula program. All past & previous Woman of the Year Award winners will be honored at the meeting,

including Grace Darcy, the very first Woman of the Year and a founding mother of PWN. All NEW members who join at the mixer will be entered into a drawing for a full refund of their membership dues. Appetizers will served and a cash bar will be available.

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 \$50. 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? 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 Email **LuAnne Hutchings** at luanne@myprivateliaison.com

FEATURED BOARD MEMBER, Julie Cavassa, Publicity Chair



What do you see as your role in this position?

As Publicity Chair of PWN my role is to extend the awareness of PWN, its value to business women and its achievements throughout the Monterey Peninsula. The Publicity Chair advertises our networking meetings and special events so that members and guests may attend, announces to the media our Woman of the Year, her achievements and distributes information about our fundraising/ scholarship program. I also maintain a record of the press reports that PWN receives for future reference.

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

My goal is to assist the board in creating for our membership more opportunities to Network, grow in their businesses and personal goals and, most importantly, have fun.

Tell us about you and your business:

Life Tools Training brings the power of

the Mastermind together with the personal tools of commitment, power, and honor to enable our clients in reaching both personal and professional goals. We focus on why people don't do what they know to do to get what they want. Weekend seminars combined with accountability tools and conference calls allow clients to apply what they learn to real world applications where it really matters.

Anything else you want PWN members to know?

Life Tools Training exists because of the tremendous effect these tools have had on my own life. I arrived in Monterey four years ago, a newly-divorced, single mom, with no job, no money, no friends, and no idea what I was going to do with the rest of my life. I stumbled upon a series of seminars which allowed me to take control and begin to create the life I had always dreamed of. Today my relationships with my children have improved 150% and I am in a committed relationship with a man who truly honors and loves me. During the week, I work in a field that I love as a Public Relations expert. On the weekends I facilitate Life Tools classes sharing the process with others. Participation in the process with others before, during and after the classes is a great joy and blessing which keeps me growing and draws opportunities to me. The greatest benefit, however, is that today I truly like the person I have become.

MPCC CHAMBER NEWS

**Monterey Peninsula Chamber of
Commerce Brown Bag Lunch
Wednesday, May 10, 2006 from
12:30 PM to 1:30 PM**

Monterey Public Library 625 Pacific St.

“Providing Excellent Customer Service ”

Presented by **Melissa Irwin, SPHR, Senior Consultant with TPO Human Resource Management**

Melissa Irwin is a nationally certified Senior Professional in Human Resources. Working with TPO Human Resource Management for the past 11 years, she is versatile in her presentation and facilitation techniques, and is equally comfortable discussing employment regulations as well as communication and leadership techniques with both managers and employees.

As an HR generalist, Melissa works with business owners and managers, offering a broad spectrum of consulting services: from the auditing of current and desired practices, to the identification of areas of exposure and opportunity, to the development, implementation and ongoing support of sound employment policies and practices. Whether creating employment policies, conducting training or providing one-on-one consulting, she takes pride in simplifying employment issues for business managers who may lack the time, desire or expertise to address and resolve human resource issues on their own. Melissa authors many articles for publication and contributes to TPO's quarterly eNews Update. In her spare time, Melissa volunteers on Central Coast YMCA's Board of Directors.

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

Congratulations to **Phyllis Grillo** for being selected the **2005 Volunteer of the Year by the Monterey Peninsula Chamber of Commerce**. She was awarded this prestigious award at the chamber's Annual Dinner on April 1st! *Marie Vasari, Business Editor for the Monterey County Herald* stated in an article dated, April 11th, "In some ways, she was born into it. Volunteering was as much a part of her upbringing as were lively family gatherings. In fact, those crowded-house holidays played no small part in getting Phyllis Grillo to the podium last week, when she was named Volunteer of the Year during the Monterey Chamber of Commerce's annual awards dinner. A good deal of that award was for her involvement coordinating the chamber's AT&T shuttles for the past two years." Hooray Phyllis!!!!

Susan Mark, from Tranquil Transitions was also written up by *Marie Vasari, Business Editor of the Monterey County Herald* for her MPCC Brown Bag last month. In an article dated, April 18th Marie stated, "It's one of life's little ironies that a kid with a chronically messy room would grow up to be a professional organizer. Then again, maybe there's nothing ironic about it. Because kids by nature tend to be slob, and if you believe Susan Mark, organization is a learned process. She might be worth listening to, since getting things in order is what she does for a living. And she'll love every second of it."

Kudos to Marie Vasari for noticing some of PWN member achievements!



"Collezione Fortuna Fashion Boutique" owned by **Cathy Montante** has been voted **BEST BOUTIQUE** in Monterey County, "Wildcard" Entry by the Monterey County Weekly!

TESTIMONIALS

For Dr. Lynne Haller, D.D.S. submitted by Karen Hunting, Artful Marketing Solutions

Dr. Lynne Haller, D.D.S. receives my praise for a job well-done when my cracked tooth needed a crown. She was caring as she tended to my comfort and diligent in the fine detail work required in all the stages of prepping the tooth, making a mold and fitting the crown. I recommend her highly and am grateful for her expertise.

For Gwen Brooks, Brooks Consulting & PWN Talk Show Host submitted by (1) Dr. Heidi Dudley, Sea What You Can Be Wellness Center; (2) Karen Strasser-Kauffman; and (3) Dr. Jeanette Kern, D.D.S.

(1) I recently had the pleasure of being on the local cable monthly Tuesday night TV show (featuring PWN members). It is hosted by the lovely **Gwen Brooks, Brooks Consulting**. I was immediately put to ease, as she skillfully and graciously guided Dr. Kern and I through our segment with her thoughtful, pointed questions. I definitely felt the benefit of working with a professional! I watched the whole show, and I was amazed by Gwen's knowledge in all of the different health subjects presented by the guests, as well as her ability to effortlessly intertwine all of our subject matters together- resulting in a congruent flow and great show! Thanks, Gwen!

(2) I have received numerous raves about the March PWN TV show. My husband, a tough critic, said it was one of the best organized interview programs he

has seen, and that he watched it to the very end and found it most enjoyable. I too thought you were terrific: well-prepared, enthusiastic and professional. Also, I had some book orders--there are responsive watchers out there! Thank you for including me!

(3) **Gwen Brooks, Brooks Consulting** did such a great job of putting her guests at ease on the PWN TV-Radio Show. Her knowledge about each professional was presented so effortlessly on her part. Her warmth and genuine good nature was readily felt at the interview and was evident on the program. It was a pleasure to be on the show, to be given the opportunity to let the public know more about my services, and to praise the benefits of belonging to PWN. Thanks again Gwen for the privilege of being on your show.

For (1) Theresa Ream, Floor Store USA; (2) Loralyn Thompson, the Housepaintress; (3) Jennifer Jones, Slim and Tone submitted by Joyce Newell, Weekenders, The Clothes You Love To Live In.

I have just gone through the tremendous undertaking of having all my carpeting pulled up and hardwood floors installed throughout my entire townhouse except for the kitchen. I also had most of the walls painted as well. I'm sure you can imagine how stressful and traumatic this was for me and my two cats. Well the results are beautiful and I'm sure the whole thing would have been even more stressful for me had I not used two businesses that know how to take care of their

customers: (1) **Theresa Ream's Floor Store USA** and (2) **Loralyn Thompson's the Housepaintress**. Theresa's employee, Alex, helped me make the right decision as to the type and color of wood used and then the crew that installed the floor was unfailingly polite and professional the whole time they worked here (7 days). I highly recommend Floor Store USA. Loralyn gave excellent service as well. She brought color swatches to me and helped me choose a color that is warm and appealing and looks great. It is so comforting to have a woman to work with on a project like this--especially a woman like Loralyn. Her crew is also very professional. I used both of these PWN members for very large projects without getting any other bids because I always use PWN when I can. I knew I would receive quality service and workmanship from both companies.

(3) The nurturing environment of **Jennifer Jones' Slim and Tone** was very important to me during this three week process. There are so many methods of exercise from which to choose and Jennifer and her employees make every effort to ensure you feel welcome there. It's only women so the machines are built for us. And the price is right. You owe it to yourself and your health to make a visit.

For Dr. Heidi Dudley, Sea What You Can Be Wellness Center, Jennie England, Wisdom In Action, and Gwen Brooks, Brooks Consulting submitted by Dr. Christina Grant, PhD

TESTIMONIALS, continued

Thank you to **Dr. Heidi Dudley, DC, Sea What You Can Be Wellness Center, Jennie England, Wisdom in Action, and Gwen Brooks, Brooks Consulting** for appearing on "Your Health" and sharing beneficial information to the public. We appreciate these PWN members for contributing to the program and to the greater public awareness of health and wellbeing.

For Dr. Heidi Dudley, Sea What You Can Be Wellness Center submitted by Julie Cavassa, Life Tools Training

Dr. Heidi Dudley is a talented wellness professional. Using energy, touch and movement she enables the patient to release old injuries, both physical and emotional. Working with Heidi is an amazing experience. I've discovered that the aches in my body are always related to some past experience. Once those areas are addressed, the aches disappear.

I feel more relaxed, serene, and able to focus on what is really important. I have watched other clients of Heidi's go from great pain to vibrant health, without the use of drugs or invasive medical treatments. I highly recommend **Dr. Dudley** to anyone who wants greater wellness in their lives.

For Donna Briley, submitted by Cathy Montante, Collezione Fortuna

I would like to extend my "thank you" to **Donna Briley, Briley Acupuncture** for all her help modeling for "Collezione Fortuna" at a very special event for the Monterey Bay Alumnae Panhellenic held at Spanish Bay on March 18, 2006. Donna looked absolutely elegant modeling many of our evening gowns! I was proud to have Donna represent Collezione Fortuna in this prestigious event. Thank you Donna for all your help!

For Kim Lovell, Laughing Spirit Bodywork submitted by Gwen Brooks, Brooks Consulting

I recently slipped a disk in my back and was in very serious pain for several weeks. I saw my doctors and physical therapists numerous times and went on prescription pain medication to treat the very uncomfortable symptoms. Several PWN members recommended I schedule a massage with **Kim Lovell, Laughing Spirit Bodywork**. My two hour session with Kim was nothing less than a miracle! She is a very talented massage therapist and a truly gifted healer. Within 24 hours after my massage, the constant throbbing pain was gone and I was able to resume many of my normal activities. Don't wait until you are in pain to treat yourself to her wondrous gift. Call Kim today to schedule your miracle - you won't regret it!

"Buy On Bad News NOT Good News!" by Linda Shepard , Keller Williams Realty

Whether you have been a Buyer or a Seller, many of you know of the "manic market" we have experienced in the last five years in real estate. Now we are in a "changed market" and it's more of a "buyer's market" than anything. Gone are the days the Sellers expected three or four offers with the first week of listing their houses, only to tell the buyers, "You better take it as it is or someone else will be buying it!"

The Good News in today's market is: **One:** the Interest Rates are still under 10%. There are many new loans, over 7000 available for buyers. The sellers can pre-qualify their

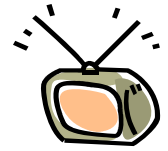
house and "lock-in" rates for the buyers, too. Rates are predicted to continue to go up in the next two years, why wait for more increases? Buy now and early! **Two:** Now a window of opportunity for buyers, there are many properties to choose from, sellers are more willing to have their houses ready for *move-in* quality. **Three:** We now have time for all those inspections, at the very least, the pest and home inspections; then negotiations on the repairs from these reports. In the past, the buyer hardly had time to conduct necessary inspections on a property in order to buy in a timely manner. Now everyone has the time to properly inspect a property and have

Full Disclosure before the close of escrow. **Four:** Sellers are more willing to negotiate in today's slower market. All Good News! I always say, "There is the Listed Price and There is the Negotiated Sold Price," two different numbers.

I will put you in connection with an excellent mortgage consultant that I have a working relationship with, between the two of us, we will make sure you have a successful transaction and move into a house of your dreams! Your Real Estate Dreams Are Obtainable! Just Call RealEstateLinda @ 831-238-0828 Keller Williams Realty International, Carmel Office.



TUNE IN



The Professional Women's Network of the Monterey Peninsula (PWN) will broadcast a one hour live program at **5:00 PM**, Tuesday, May 2, 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: **How Networking Can Improve Your Business**. Gwen Brooks, Brooks Consulting, will host the program. PWN Members Rosemary Leonard, PWN Membership Chair; Sarah Scott, Ideal Health and BIO Essentials; Mary Helen Sperry, Realty World; Elizeth (Zee) Labega, Weekenders Fashions; Ann Appel, Appel Insurance Agency; and Suzan Harnish, Adventures in Organizing will appear on the program to discuss how networking with members of the Professional Women's Network has helped them grow their business.



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.

Time for Spring Cleaning

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



PWN 2006 BOARD OF DIRECTORS & COMMITTEE CHAIRS

BOARD OF DIRECTORS

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Theresa Ream, President	899-3938	TLReam@Redshift.com
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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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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

April Meeting



DraWING for Free One Year PWN Membership

Bring a Guest or two or three to the **PWN May Mixer**. We are having a Membership Drawing. The names of all those guests attending will go into "the hat". The guest whose name is drawn will win a **ONE YEAR FREE MEMBERSHIP**. Want to know more about the Membership? Easily Accessible on our updated Website, you can find out how many members we have, download membership benefits, and find members through our directory listings. For more information regarding membership, please contact:



Rosemary Leonard,
PWN Membership Chair
creativecakery@yahoo.com



THANK YOU to all the contributors to the raffle at our April meeting. They were: **Theresa Ream, Ream Companies**, a bamboo candle set; **Dr. Heidi Dudley-See What You Can Be Wellness Center**, a 60 minute healing radiance wrap; **Sarah Lincoln, The Midas Touch**, a one hour full body massage; **Peg Chadwick, Arbonne International**, candle & aromatherapy, also body and shower products; **Dr. Jeannette Kern, Kern Dentistry**, an Elite Sonic Care toothbrush; **Denise Kaku, Turning Point Coaching**, A Life Assessment and chocolate; **Cheryl Beller, All About Business**, a variety of non toxic personal care products; **Sara Scott, Ideal Health**, a bottle of red wine; **Dr. Cynthia Westbrook, New Beginnings Health Care**, a temper-pedic travel pillow; **Jane Fleming, Beyond Wheat**, bakery products; **Jean Stallings, Registered Parliamentarian**, a scarf; **Stella Rodriguez, Crystal Rose Collection**, a ceramic wall pot; **Victoria Lynch, Eclectic Embroidery**, a red sweatshirt; **Barbara McHale, Chris Classic Confections**, Carmel corn & toffee and **Mary Helen Sperry, Realty World**, "Think and Grow Rich" book.

Radhika Mohandas, M.D.

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PWN CALENDAR OF EVENTS

May 2006

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

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

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
- 5th—PWN Monthly Meeting
- 12th—MPCC Brown Bag—12:30 pm
- 17th—August 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



Share your news

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

WWW.PWNMONTEREY.ORG