



Networking

INSIDE

From the President
2

.....

This month's
Program
3

.....

Tune In
3

.....

Meeting
Recap
4

.....

Thank you
5

.....

Showcases
6

.....

Testimonials
6

.....

New Members
7

.....

Calendar
8

.....

"People are Talking"
8

.....

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.

Summer Time Management for Work

By: Tracy Lyn Moland, an author, speaker and consultant

Sounds like a bit of a contradiction of terms... an oxymoron of sorts...

Isn't the point of summer to kick back, relax and not worry about time? So why do we need to talk about time management? We have to make some decisions around our business, our family and summer... we need to deal with summer time management.

Depending on the nature of your business, summer may be a time where you can take it a bit easier. Or it could be insanely busy for you. By following these steps you will be able to figure out the best way to have a great summer with out sacrificing your business!

1 - Plan ahead – Look closely at your schedule now. Are there certain days or events that pop out for you? Do you have some important meetings, guests or travel for business? Are there certain events that take place in your city? Can your company take advantage of these? Do you have visitors coming?

Is summer a busy time for your business? Or is it slower? Is fall busy? At what point do you need to pull out of summer mode and move into fall mode? Do already have any trips planned, kids events or holidays booked?

Mark all of these events on a main calendar (planner, pda, etc) so you can plan around them.

2 - Look at your business plan, marketing plan and goals. Determine which ones will affect your summer plan and include these on your calendar.

3 - Realistically look at your calendar now and decide what needs to be done in regards to time management. How does your schedule look? Do you have enough time to get everything done? Do you need a plan? A schedule or to ask for help?

4- Plan your time – schedule in work time, home work time (housework, lawn, garden, etc), arrange for childcare if necessary, and leave the rest blank.

5 - Leave it blank? Yes, summer should allow for spontaneity alternated with relaxation. Summer time management is about knowing what needs to get done, planning to do it and then enjoying the rest of the time. You may have a crazy busy week but that should be because the next week you are on holidays. You may want to work two full days and take three to hang out with your children. You may want to get up early and work hard so you can relax and BBQ in the evening.

6 - Create To Do lists for what must be done – Only put the really important things on them - the things that must be done to keep things running at the same level over the summer. It varies by business but we each have things that MUST be done and others that can wait. You could even have a secondary list – an if list. The secondary list is ideas of things that you would like to do but will not make or break your business over the summer. Summer may not be the time to start a new marketing campaign or launch a new product. Put this on the fridge and IF the important things are done, you can move to this list. If they aren't, no worries. If one becomes more important then move it to the regular list.

7 - Focus – if you make the effort to focus upon the task at hand, you are much more likely to get it done quickly and properly. Avoid hypertasking – trying to do so much at once that you appear busy but actually accomplish very little.

Summer is a great time to let go and allow your imagination to soar. Don't over schedule yourself and don't worry too much about time management. If you keep some basic ideas in mind – know what must be done and know what you want to do it will be a lot easier to avoid wasting time and procrastinating.

FROM THE PRESIDENT

Our Spring Mixer, held on April 4th, was a big success, thanks to all the hard work of our Board Members and volunteers. You are all amazing. We had about 90 PWN members and guests networking, laughing, and having a great time. One of the highlights of the evening was awarding a \$1,000.00 scholarship to the Monterey Peninsula College's Women Supporting Women program Carol Griffin, Director of the program, as well as one of the women who received support from the program were there and shared as to how our support over the years has made such a huge impact on so many. Thank you to all of you who support the scholarships through participating in the monthly raffle drawings and our Silent Auction.



Our May meeting will be focused on Getting Ready for Summer. As women in business Summer always brings it's share of challenges, from keeping the children busy and cared for, to planning vacations or just finding ways to enjoy this beautiful Monterey Peninsula. Our speaker this month is Kimberly Cromwell, Regional Director of Northern California for LeTip International and she will be giving us some strategies for successful summertime networking. I'm sure we will all walk away with some great ideas.

Coming up in June the focus will on Health, and we will be having Dr. Keller of the Keller Institute speak to us. We are interested in looking our best as professional women, and Dr. Keller is one of the most well recognized health professionals on the Monterey Peninsula.

On July 11th we will be hosting our annual Luncheon with the Salinas Valley Business Women's Network. This is always great fun and an opportunity to network with our friends from the Salinas area. Be sure and bring plenty of business cards.

As always, I am so honored to be able to serve as President of such an amazing organization.

With Warmest Regards,

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

FEATURED BOARD MEMBER

Our featured PWN Board Member this month is Vicki Lynch.

Vicki has a Bachelors degree in Nursing and a Masters in Health Administration. After working in clinical research for several years, decided to start her own business. She opened Eclectic Embroidery, Inc. on Foam St. in Monterey in October, 2005. Eclectic Embroidery provides custom stitched logos for businesses and events. She also provides promotional products, both key ingredients to a good marketing plan. Vicki was nominated the 2006 – 2007 Adopt-A-Business Winner for the Monterey Peninsula Chamber of Commerce and recently the 2006 Volunteer of the Year.



PWN 2007 Board of Directors

Jeanette Liguori,
President 375-1273
jeanette@liguoridesign.com

Phyllis Grillo-Weinbrenner,
Vice-President 869-1901
pweinbrenner@comcast.net

Mary Helen Sperry,
Secretary 375-7355
maryhelen@maryhelenhomes.com

Lori Silver
Treasurer 275-3030
lori@estate-tax.net

Members of the Board

Gwen Brooks
Publicity 658-0670
gwen.brooks@comcast.net

Jeanette Kern
Showcase 372-8011
jkern@jkerndds.com

Julie Ann Lozano
Membership 383-0477
lozanojulieann@hotmail.com

Vicki Lynch
Website 655-3181
Vicki@eclecticembroidery.com

Susan Mark
Program 375-2262
Susan.Mark@ctt.com

Ashley Miller
Newsletter 622-8900
MillerA@mlstern.com

Theresa Ream
Past-President 899-3938
tream@redshift.com

Mary Marlene Warburton
Fundraising 373-8405
Mary.m.Warburton@wamu.net

THIS MONTH'S MEETING

KIMBERLY CROMWELL

REGIONAL DIRECTOR OF NORTHERN CALIFORNIA
LeTip INTERNATIONAL

The Professional Women's Network of the Monterey Peninsula is delighted to have Kimberly Cromwell, Regional Director of Northern California, LeTip International speaking at their next meeting on Wednesday, May 2, 2007 at the Embassy Suites in Seaside, 5:45 p.m. Ms. Cromwell will talk about the importance of networking during the summer months and share some specific strategies for successful summertime networking.

Cromwell has over 20 years experience in management, sales, and marketing. She has been successful in building award winning teams for consulting, training, sales, and marketing. Previous to joining LeTip International, Kimberly owned her own firm, Cromwell & Associates., Inc. which earned numerous awards. In 2004, Cromwell & Associates, Inc. merged with Avante Solutions, Inc., an award winning, international consulting firm, where Kimberly served as Regional Manager for California. Her ability to network by leveraging the *power partner concept* has been the hallmark of her management style in working with clients, vendors, and employees.

"Since our members are in business 12 months a year, it is just as important for them to network during the summer as it is the rest of the year. This time of year presents special networking challenges when so many people are on vacation," said Mary Helen Sperry, PWN Secretary.

TUNE IN

Several members of the Professional Women's Network of the Monterey Peninsula (PWN) will appear on the one hour live YOUR TOWN at 5:00 PM, Tuesday, May 1st. The Your Town Radio and Television program airs on AMP Channel 24, News Talk 1240 AM KNRY Radio and live stream on the internet, www.ampmedia.org.

Pam Walters, Pam Walters Marketing, will host the program featuring PWN members talking about "Getting Ready for Summer":

Program guests will be:

Lori Benak, Energia Body Center
Roni Rubinstein, Dog Sitter
Mary Potter, Pacific Grove Travel
Wanda Gooch, Creative Memories
Lori McDonnal, MBayKids
Jana LaMarque, Teddy Bear Preschool

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

Interior Design that is Essentially You!



before



after

At Fresh Interiors we encourage our clients to develop and express their design preferences throughout their homes with our guidance in:

- selecting a color scheme to enhance each room
- creating appropriate furniture arrangements
- locating fabrics for furniture or windows
- advising on floor coverings
- finding suitable furniture
- recommending window treatment styles
- creating a lighting plan

Fresh Interiors' approach is designed to save the client time and money. We pre-shop for clients and provide them an appropriate array of samples to choose from. We charge a modest hourly fee for design work and counsel.

(831) 236-3322, susan@freshinteriors.biz, www.freshinteriors.biz

MARCH'S MEETING RECAP

On Wednesday, April 4th, PWN members, guests and community members gathered at Embassy Suites for the Annual Membership Mixer. The evening was an opportunity for the general public to get to know PWN a little better and decide for themselves what the benefits of membership are.

The meeting began with a great ice-breaker, courtesy of **Mary Helen Sperry, Realty World/American Dream Realty** and her fabulous committee members, including **Suzie Rodriguez of First Impressions Party Store**. Each attendee was asked to write down their company "tag line" on a piece of paper and drop it into a basket for other attendees to pick up. With a "tag line" in hand, each member or guest searched through the crowd doing their best to match up the "tag line" with the member business. It was a lot of fun and a great way to meet new people and reconnect with old friends.

Welcomes and introductions were conducted by President, **Jeanette Liguori of Liguori Design**. This month all members introduced themselves and stated their "tag line," which helped everyone connect faces with names of members and their businesses! It was a nice treat to revisit this favorite networking standard.

Mary Marlene Warburton of Washington Mutual Bank, our Fundraiser Chair, along with her assistant, **Joe Sweeney of Primerica Financial Services**, offered up an incredible assortment of raffle items once again, all generously donated by our many members. They raised our awareness of all the great services and products offered by members and raised funds for PWN's good work simultaneously.

The Annual Membership Mixer is not only a time for us to recruit new members, but it's also a time for us to give back. It was with great pride and pleasure PWN presented a \$1,000 donation

check to **Carol Griffin of the Women Helping Women Program from Monterey Peninsula College**. On hand to give a personal account of the good and positive impact our donation has on the women of the MPC program, was a student who was able to escape an abusive relationship and is now able to give back to other women. Additionally, **Denise Kaku of Kaku Consulting**, our **Leadership Monterey Peninsula** scholarship recipient updated us on how LMP is going and gave an overview of her ongoing group project. She's really enjoying the program.

With no showcases scheduled, **Dr. Jeanette Kern, DDS**, Showcase Chair, took a well-deserved break for the evening, but still managed to work with **Susan Mark of Chicago Title**, Programs Chair, to get all of the board members up to talk about what it means to be a part of PWN. Additionally, PWN recognized all past as well as the current **Woman of the Year, Phyllis Grillo-Weinbrenner of Primerica Financial Services**, giving each of them an opportunity to talk about what being WOTY meant to them and talk about what they are doing now.

Of course the food and the room set-up were exceptional once again, with many kudos going out to **Susan Villani** and the incredible staff of **Embassy Suites**. They know how to make us feel welcome month after month. And as a little bonus for members and guests alike, local wine was served, courtesy of **Paraiso Vineyards**, our **Woman of the Year Wine Sponsor**. Thank you to **Claudia Smith** and the **Smith Family** for being a supporter.

With 24 guests and 8 new members added to PWN, all in all it was a great evening and one we will look forward to celebrating again next year.



THANK YOU



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

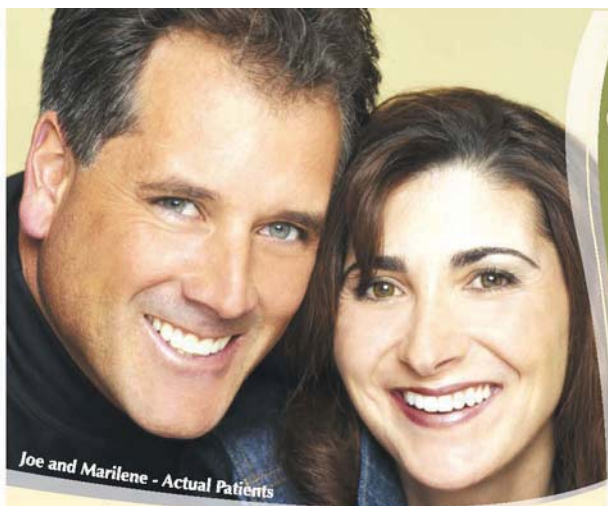
Thanks to:

Lori Silver - Attorney at Law
Jeanette Kerns DDS
Cathy Montonte - Collezione Fortuna
Denise Kaku - Kaku Consulting
Joyce Newell - Weekenders
Julie Ann Lozano - Comcast - Cookie Lee
Patricia Major - TimeWise Coaching & Consulting
Donna Briley - Briley Acupuncture
Phyllis Grillo - PrimemERICA

Carol Humiston
Robert Misrack - Passion Island
Sherri Coffelt - Energia Body Centre
Mindy Pereira - Beleza Skin Care
Vicki Lynch - Eclectic Embroidery
Doris Beckman - Avon
Mary M. Warburton - Washington Mutual Bank

for your generous donations at the April Mixer.

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



Joe and Marilene - Actual Patients



JEANETTE KERN DDS
PERFECTING SMILES - ENRICHING LIVES

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

THE PENINSULA'S FIRST CHOICE FOR SENSATIONAL SMILES

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.

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!



SMILE DESIGN

ADVANCED AESTHETICS

PREVENTATIVE

ZOOM WHITENING

INVISALIGN

SEDATION

SHOWCASES

The Showcase Format was founded as another creative vehicle for our members to visually present their businesses. In keeping with our President's Vision of "Excellence in all Things". The Showcase opportunity allows ten members each month to present Storyboards, brochures, present samples of their work, or just educate the membership about who and what they do and how their services can benefit you, the consumer. This is a wonderful networking skill that PWN facilitates for our members to polish.

May '07 Showcase we have the opportunity to hear from some of our very talented members. Our theme is "Getting Ready for Summer" and this month the focus is on Child Services, Travel Services and businesses whose services are much needed during the Summer months. May 2nd promises to be an evening of "eye opening" opportunities that each of us can take advantage of.

Our Showcasers will be:

- Mary Potter** - Pacific Grove Travel
- Lori McDonnal** - MBayKids
- Roni Rubenstein** - Pet Sitter
- Sean Senechal** - Animal Sign
- Cathy Shue** - Insight Eyewear
- Wanda Gooch** - Creative Memories
- Lori Benat** - Energia Body Center
- Clarence Low** - Byte Technology

TESTIMONIALS

For LuAnne Hutchings, Sultry One Studios.

"I went to the Sultry One Studios for some publicity photos. Luanne Hutchings made me look wonderful and Todd made me feel like an international model! It would make a wonderful gift".

Lori Silver
Attorney at Law

For Kristin Cota, Mary Kay Cosmetics.

"When I recently returned to the area from San Francisco, I realized that I hadn't been paying as much attention to the "outer me" as I had to the "inner me" and both are important. When Kristin Cota offered her free Mary Kay Cosmetics consultation, I jumped at the chance, and am so glad I did!

Her expertise really came through - she knew which colors would work best for me, helped me with tips about how to look my best, and gave me product samples to try when I wasn't positive they'd be what I wanted. Her excellent customer service has paid off for both of us, because she let me ease into using Mary Kay and now I really love the products. I've had several people ask me if I am "in love" because of my new glow, and maybe I am. I love my new skin, I love my new look, and I love feeling confident about being a successful professional woman - inside and out! Thanks, Kristin!"

Patricia Major
Timewise

Please consider stepping out and seizing this "Out of the Box" format to Showcase your business. June '07 we are highlighting the businesses that are involved in the areas of "Health".

*Consider this you CALL to ACTION.
Remember only 10 spaces.
To sign up contact Jeanette Kern at
jkern@jkerndds.com*

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

NEW MEMBERS

Rita Montgomery / Massage by Rita Montgomery
505 Lighthouse Ave #204, Pacific Grove, Ca 93950
everybodygetsmassage@yahoo.com

Wendy McAndrews / Casner Exterminating, Inc.
Wendy@CasnerExterminating.com

Dustin Nagai / Gonstead Family Chiropractic
drnagai@sbcglobal.net
At Gonstead Family chiropractic we pride ourselves in offering "good old fashion" hospitality. We provide our patients and their families with the most friendly, warm and courteous experience which we believe sets the standard for all others to follow!

Linda Upham / Longevity Int. inc.
222 17th St., Pacific Grove, Ca 93950
longevityint@comcast.net
I offer an integration of Massage techniques: Swedish, Orthopedic, Myofacial Release, Shiatsu and Reflexology. Pressure from light to deep. I also offer Isagenix Cleansing & Weight Release Systems.

Diana S. Case, Ph.D. /
Diana S. Case, Ph.D., Clinical Psychology
1010 Cass St., Suite #D-10, Monterey, CA 93940
dscase@juno.com
Counseling, Psychotherapy, Stress Management, & Coaching for individuals. Diana also provides Stress Management, Grief Counseling, & Crisis Response for organizations. She currently leads groups & workshops for women "Creating the next chapter in your life".

Jamie Fox / Pacific Grove Laser Center
1107 Forest Avenue, Pacific Grove, Ca 93950
yummyorganic@yahoo.com

Thomas Brick / Nustart Home Inspections
1748 Broadway Dr., Salinas, CA 93906
tc5350@pacbell.net
Nustart Hm,Inspections. Performs residential and commercial property inspections. Can do mold, water inspections. Also, do inspections for insurance companies. Inspections for homeowners who want to do preventive maintenance.

Stacy Bradley, CMP, RMT, MQP /
Massage & Holistic Wellness Services
222 17th St, Pacific Grove, CA 93950
stacy93940@yahoo.com
I specialize in relaxation massage and can weave a variety of therapeutic techniques into your massage depending upon your specific needs. I offer Usui Reiki treatment and instruction. Reiki is a safe, gentle, non-invasive form of hands-on healing. Reiki is not a form of massage and does not involve body manipulation but recipients report their experience of Reiki includes increased energy, reduction of pain, deep relaxation and a general feeling of well being. Other holistic wellness services available are: Medical Qigong Therapy, spiritual counseling and support, Shamballa Reiki treatments & instruction

Hardwood Experts

Sales & Installation • Repair & Refinish Existing Floors • Custom & Prefinished
Advanced Dust Containment System • Experienced Professional Installers

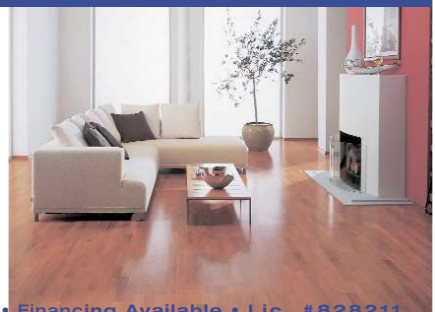
\$5³³ per sq. ft.	3/4" x 2 1/4"	Solid Oak Flooring Prefinished, 5 beautiful colors. Materials only.
\$5⁶⁶ per sq. ft.	3/4" x 3 1/4"	Solid Oak Flooring Prefinished, 5 beautiful colors. Materials only.
\$5⁹⁹ per sq. ft.	3/4" x 5"	Solid Oak Flooring Prefinished Materials only.

**FLOOR
STORE USA**

While supplies last with this ad • Financing Available • Lic. #828211

1666 Contra Costa Ave, Sand City
Mon-Fri 9-5 • Sat 9-4

Located next to Cypress Cabinets • 831-583-9124



CALENDAR

- 5/2/07 **PWN Monthly Meeting**
5:30pm
Embassy Suites
Monterey Bay Seaside
- 5/9/07 **6:00 pm - 9:00 pm,**
Leadership Salinas Valley Graduation,
National Steinbeck Center
- 5/18/07 - 5/20/07 **2007 SCRAMP/**
Mazda Raceway Laguna Seca
U.S. Sports Car Invitational
- 5/16/07 **11:30 am - 1:00 pm,**
SVBWN May Luncheon,
National Steinbeck Center
- 5/16/07 **4:30 pm - 7:30 pm,**
Salinas Valley Chamber of Commerce
Community Expo, Sherwood Hall
- 5/17/07 **Power Networking Lunch PWN**
11:45-1:30pm
Jack's at the Portola Plaza Hotel
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.
Take advantage of this great way to get help,
share ideas, and offer advice. Everyone benefits.
- 5/24/07 **5:30 p.m**
MPCC Ribbon Cutting
Hegwood Medical Group, P.C.

PEOPLE ARE TALKING

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

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

Early Fall Cleaning

Specials

Save Now

25% off
Oriental & Fine Rug
Cleaning At Our Facility

20% off
Home or Office
Carpet Cleaning
Minimum of 400 square feet

\$50.00 off
Air Duct Cleaning

20% off
Upholstery Cleaning

Expiration 11/30/06

