



# NETWORKING

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

## IMPORTANT NOTICES

**NEXT PWN MEETING**  
**October 4, 2006 5:45 PM**  
Embassy Suites  
Monterey Bay Seaside

## POWER NETWORKING LUNCH

**Thursday October 19**  
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 **Nov. 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.

## PWN MISSION STATEMENT

The Professional Women's Network connects women in business by offering opportunities to network, gain information, and have fun while growing their businesses.

## A MESSAGE FROM THE PRESIDENT, Theresa Ream, Ream Companies



Hello my fellow members

Are you ready for another action packed evening? Then don't miss our meeting on October 4th for an agenda not to be missed!

Please come and support your fellow members who will be showcasing their retail businesses. For this evenings program we will be Speed Networking. As most of you know we have brought this back by your popular demand. We had such a great time and got to know each other a whole lot better. Please come prepared for this wonderful event by bringing business cards, a short description of what you do and a couple of friends or business associates. We will also hold our annual elections of officers for 2007 on Wednesday night. We have a great slate of women who will make a dynamic board for next year. Please see the proposed Board line up in

this newsletter. I would like to take the opportunity to thank Phyllis Grillo and Jeanette Liguori for heading the nominating committee.

I really enjoyed September's panel discussion. I learned from Suzan Harnish that there are two kinds of personality traits when it comes to organizing. They are called Innies and Outies. You know kind of like belly buttons. I am an Innie. I like to have clear counter tops and desks by putting everything away in drawers, cupboards and file no cabinets. Outies like to have everything sitting out so they can find it. No wonder I drive my husband nuts by putting all his stuff away. But now I can put things away guilt free because I know I'm an Innie.

With November coming up soon my thoughts are going toward the future. Why? It is because we hold our annual Board Retreat in November where as your board we begin to plan out the next year. As I began to think about this month's program of Speed Networking it occurred to me that we need a networking vision for the future. There are many ways

to enlarge upon networking in our organization. We could network in such ways as to get group or bulk discounts on things like shared print ad, having generic employee manuals, forms and procedures drawn up by an attorney or television and radio spots, just to name a few. I really would like to see a networking committee formed next year. I would love to hear any ideas you may have about networking for the future. Please drop me an email. This by the way is the best way to reach me.

If you are in retail please remember to sign up to showcase with Jeanette Liguori as soon as possible. We would love to learn more about you and your business.

I look forward to spending time with you on October 4th. See you then!

With Great Expectation,

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



## 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 **Laurie Bend** at [atbend\\_office@yahoo.com](mailto:atbend_office@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. Please contact **Laurie Bend** for further information!

### Newsletter Ads Increase Your Visibility

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## SPEED NETWORKING



Our October meeting will be a fast-paced evening of Speed Networking on Wednesday, October 4 at the Embassy Suites in Seaside, 5:45 p.m. The evening will be facilitated by Julie Cavassa of Life Tools Training, a professional facilitator and the organization's publicity chair.

"We held a Speed Networking evening in February and our member's were very enthusiastic," said Laurie Bend of Bend Chiropractic, the PWN Tech Chair. "We had so many requests for a repeat that we scheduled our October meeting to meet those

desires. Julie does an excellent job of facilitating and we are thrilled that we can call on her skills again to benefit the whole of our membership."

"Some of our members are expert networkers," said Cavassa, "but many people just aren't comfortable talking to strangers. Speed Networking allows people to get out of their comfort zones, and begin talking about their businesses in a very structured way that limits the risk of rejection. It is a great way to meet multiple business contacts in a compressed time period."

Guests are encouraged to come in to see for themselves what effective Speed Networking is all about. Please encourage new prospective members and your friends to attend. Everyone should bring business cards and be prepared to participate.

## MPCC CHAMBER NEWS

### Monterey Peninsula Chamber of Commerce Brown Bag Lunch

**NOTE! CONVENIENT  
NEW  
LOCATION!**

**Wednesday,  
October 11, 2006  
12:30 PM - 1:30 PM**

#### MONTEREY COUNTY FAIRGROUNDS TURF CLUB

2004 Fairground Road (at Casa Verde) Monterey

**"MAKING QUICKBOOKS WORK FOR YOU!"**

*Presented by Paul Wood, CPA*

In this valuable presentation, attendees will:

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About Paul Wood:

Paul Wood is a Certified Public Accountant (CPA) and a Certified Information Technology Professional (CITP) whose practice is dedicated to enhancing each client's capabilities to achieve their business profit goals. For close to 20 years, Paul has acted as Finance Director, Controller and/or CFO at a variety of small and medium sized (up to \$100 million) entities, in both the public and private sectors. Currently, his practice consists of analyzing clients' business structure and processes in order to make them more efficient and effective. His process is set up so that the client will always achieve a positive return on investment, otherwise the project is not undertaken. In the fall of 2006, Paul is expanding his practice to include a variety of business seminars geared toward the entrepreneur and developing their business skills so they may better achieve their profit goals.

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. As the official Brown Bag Cookie Sponsor, Beyond Wheat will be providing complimentary delicious and healthy cookies.

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

The Brown Bag Lunch Program is free, open to both Chamber members and the general public.

## PEOPLE ARE TALKING

**Doris Beckman** of **Avon** once again took personal steps to help fund access to care and finding a cure for breast cancer by participating in the Avon Walk for Breast Cancer San Francisco on July 8-9th. The Avon Walk San Francisco is one of six events in a national series of weekend fundraising walks taking place this year. Doris Beckman joined over 2,300 walkers in San Francisco, helping to raise over \$5.4 million. There were 232 Breast Cancer survivors participating in the walk, the oldest walker was 75 years old. This was the 4th year that Doris participated in the Avon Walk for Breast Cancer and she is registered to walk in the 2007 walk next July. She wishes to thank all the many donors who have made her participation in this cause possible.

MIIS successfully held their second annual GROW seminar on September 23rd. We are proud to announce that a total of six out of twelve speakers were PWN members. They were: **Catherine Hambley, Ph. D., Business Consultant and Executive Coach; Suzan Harnish, Adventures in Organizing; LuAnne Hutchings, My Private Liaison; Mary Jeanne Vincent, WorkWise; Pam Walters, Marketing Consultant; and Roberta Young, Assessment Strategies.**

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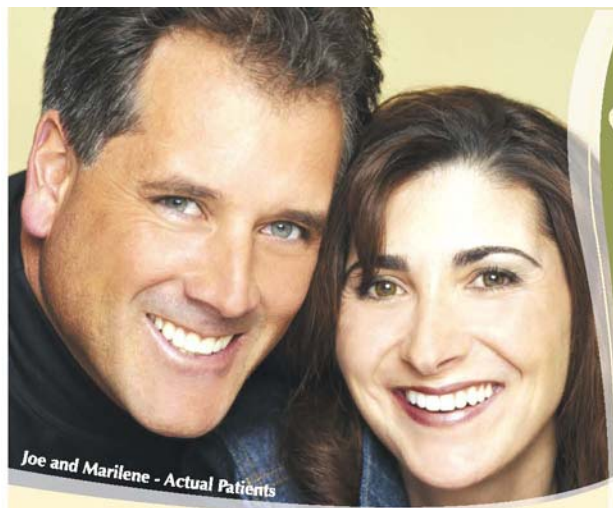


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## What is Networking? by Julie Cavassa, Life Tools Training

**Networking** is connecting with others for the shared good. It is an exchange of information with potential benefits for all parties involved. Remember your first networking event? Most of us arrived expecting that all we had to do was show up, chat with a few people and walk away with a pocketful of new customers. Then we were disappointed that the phones weren't ringing off the hook the next day.

Networking is really about creating a relationship. Your attitude is crucial to your success. Remember, networking is an exchange of ideas and information, not simply a way of selling yourself. Be generous in sharing your ideas, your experiences and your referrals. Create a relationship in which people want to be around you.

### TIPS FOR NETWORKING:

- Wear your nametag on your right side for easy line of sight reading.
- Practice a firm, not crushing handshake.
- Smile as you introduce yourself.
- Ask about the other person. Nothing will make you more fascinating than wanting to know about them.
- Use your elevator speech to describe who you are and what you do in 10 seconds or less.
- Offer your business card and ask for the other persons.
- Find out what you can do for the other person. Your genuine support will be remembered and appreciated when they have need of your service.

- Don't stay in one place. After a few minutes, politely end the conversation and move on. Make a brief note on their card to jog your memory about your conversation later.

- The networking doesn't end with the event. Send a thank-you note, follow up with an invitation to have coffee or a discount on your service or product.

### WHAT IS A TAGLINE:

Your tagline is a short, no more than 10- 15 words, descriptive statement that defines what you do for your clients. It's designed to let people know specifically what you do, why you are different from the competition and make them want to know more. 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." Which one makes you want to know more?

To create a tagline that is memorable, keep these steps in mind:

1. Determine your niche. What makes you unique? What is your specialty within your field?
2. Who do you serve? What qualities characterize your clientele? Create a list of words that describe your typical client. Working mom? Retired? Busy?
3. Expand your list by adding words that describe what the client wants to achieve when

they hire you. Speed? Order? Clarity? Fame?

4. Brainstorm a list of keywords related to your business. Use verbs, nouns and adjectives. For instance, if you are a coach you might write, facilitate, train, support, cheerlead, hold accountable, help explore....

5. Looking over your list of words, begin experimenting with combinations. Keep going until you come up with 5 or 6 potential tag lines.

6. Choose your favorite based on the following:

- Is it succinct? 10 – 15 words, 5 seconds?
- Does it say what you do and why customers should care?
- Does it point out how you are different from your competitors?
- Is it easy to remember and easy to say? Does it sound good to the ear?
- Is it something you can stand behind? If you tell customers you offer Spot-free Carpet Cleaning - Guaranteed, you had better be able to deliver them.

7. **PRACTICE, PRACTICE, PRACTICE** – practice your tagline so that it rolls off your tongue easily. If you find, after a lot of practice, it still doesn't, **t h e n m o d i f y i t .**

### CONCLUSION:

Networking can be a fun and easy way to enrich your life, broaden your horizons, and enhance your career. Some of these people may become great friends, some will become great customers and some may lead you to the heights of success.

# September PWN Meeting



## PROPOSED SLATE OF OFFICERS FOR THE 2007 PWN BOARD

President:	Jeanette Liguori, Liguori Designs
Vice President:	Phyllis Grillo, Primerica Financial Services
Secretary:	Mary Helen Sperry, Realty World American Dream Realty
Treasurer:	Lori Silver, Law Offices of Lori Silver
Program Chair:	Susan Mark, Tranquil Transitions
Showcase Chair:	Dr. Jeanette Kern, DDS
Newsletter Editor:	Virginia Estrada, Estrada Business Services
Publicity Chair:	Gwen Brooks, Choice Community Care
Fundraising Chair:	Mary Marlene Warburton, Washington Mutual Bank
Membership Chair:	Julie Ann Lozano, Comcast Spotlight
Tech Committee Chair:	Vicki Lynch, Eclectic Embroidery
Past President:	Theresa Ream, Ream Construction

## PWN 2006 BOARD OF DIRECTORS & COMMITTEE CHAIRS

### BOARD OF DIRECTORS

	PHONE	EMAIL ADDRESS
Theresa Ream, President	899-3938	TLReam@Redshift.com
Cheryl Beller, Treasurer	643-0740	c2lb@aol.com
Phyllis Grillo, Secretary	402-8030	pweinbrenner@comcast.net
Sherri Coffelt, Past President	455-2693	sherri@resultspartner.com
Rosemary Leonard, Membership Chair	647-1654	creativecakery@yahoo.com
LuAnne Hutchings, Networking Editor	884-9672	luanne@myprivateliaison.com
Susan Mark, Programs Chair	521-5846	tranqtrans@comcast.net
Julie Cavassa, Publicity Chair	455-6377	jcavassa@comcast.net
Jeanette Liguori, Showcase Chair	375-1273	jeanette@liguoridesign.com
Laurie Bend, Tech Chair	372-2363	bend_office@yahoo.com
Donna Briley, Fundraising Chair	521-9991	donnacarmel@yahoo.com

### COMMITTEE CHAIRS

Donna Aikins, PWN Networking Luncheon Contact	655-5689	donna@commonbond.biz
Laurie Bend, Website Ads & Links	372-2363	bend_office@yahoo.com
Rosemary Leonard, Chamber Contact	373-8555	creativecakery@yahoo.com
Sandra Collingwood, New Member Orientations/ Ambassador	373-5352	SandraColl@aol.com
Laurie Bend, Information Officer	372-2363	bend_office@yahoo.com
Gwen Brooks, PWN TV-Radio Show Host	658-0670	gwen.brooks@comcast.net
Kristin Cota, Buddy Program Chair	455-1022	kristincota@marykay.com



PWN would like to thank **all** the members for continually donating to our meetings.

The September PWN meeting raffle prize donors were: **Sandra Collingwood, Collingwood Carpet Care** - Laurel Birch silk scarf & super spotter spot remover; **Linda Bell, Home by Design** - Bottle of Merlot in carrying case; **Sharon Law Tucker, Pacific Home Lending** - 3 gift certificates for discounted loan packages on reverse mortgages and savings on loan fees; **Ronda Reinke, Happy Healthy Homes** - Gift certificate on Energy clearing for home or office; **Vicky Lynch, Eclectic Embroidery** - Love Tee Shirt; and **Jean Stallings, Registered Parliamentarian** - Travel clock with photo.

**Reminder: If you want to donate to our biggest fundraiser of the year, the Annual WOTY Event held on November 1st, please contact Donna Briley at 333-0600 or 521-9991.**

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## PWN CALENDAR OF EVENTS

October 2006

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

**OCTOBER 2006**3rd—YOUR TOWN Radio/TV Program—**RERUN**

4th—PWN Monthly Meeting

11th—MPCC Brown Bag—12:30 pm

16th—**November** 2006 Newsletter Submission Deadline

18th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas

19th—Power Networking Lunch—11:45 am Jack's at Portola Plaza

**NOVEMBER 2006**

1st—PWN WOTY Annual Fundraising Event (Monthly Meeting)

7th—YOUR TOWN Radio/TV 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

**REMINDER—No regular PWN Newsletter in December****DECEMBER 2006**

5th—YOUR TOWN Radio/TV Program

6th—PWN Monthly Meeting

13th—MPCC Brown Bag—12:30 pm

18th—**January** 2006 Newsletter Submission Deadline

20th—SVBWN Monthly Meeting—11:15 am Steinbeck Center, Salinas

21st—Power Networking Lunch—11:45 am Jack's at Portola Plaza



**PWN Mailing Address:**  
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 Seaside, CA 93955  
 831-642-4994

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