



Woman of The Year 2004

Woman of The Year Event Newsletter 2004

Volume 1 PWN WOTY Event Issue

Event Sponsor:



Wine Sponsor:



Event Chair

Phyllis Grillo-Weinbrenner

Event Committee

Phyllis Grillo-Weinbrenner
Karen Hunting
Debbie Jones
Rosemary Leonard

Silent Auction Chair

Debbie Jones

Selection Committee Chair

Rosemary Leonard – WOTY 2003

Selection Committee

Gwen Brooks
Phyllis Grillo-Weinbrenner
Rosemary Leonard – WOTY 2003
Terry Low
Loralyn Thompson – WOTY 2002



Noteworthy 2004 Event

Information Taken Directly From the Event Material Written By Gwen Brooks & PR Provided by Wendy Brickman

One of the highlights of 2004 was held at Embassy Suites Hotel, located at 1441 Canyon del Rey in Seaside, on November 3rd. This event was titled, "*The Professional Women's Network's 21st Annual Silent Auction*". This well renowned event was open to the public and attracted over 125 people including numerous elected officials. Our very own Membership Chair, **Theresa Ream** was selected as the **2004 PWN Woman of the Year**. This event was also the biggest fundraiser of the year for the organization and included dozens of silent auction items. Monterey County Bank and Ventana Vineyard were co-sponsors of the event.

Theresa Ream is co-owner with her husband of Ream Construction, which was founded in 1981. Theresa tried to learn everything she could and took every class that would help her business. From laborer, she worked her way up through the ranks to President (51% owner) and Chief Financial Officer of their three corporations that form five businesses with over 70 employees. The five businesses include: **Ream Construction:** new construction, fire, water, or any other damage restoration and remodeling; **Disaster Kleenup Specialists:** Fire, water restoration for contents and structures, asbestos and lead abatement; **Cypress Cabinets:** fine kitchen and bath cabinetry; **Excel Carpet & Upholstery:** Carpet and upholstery cleaning and residential and commercial air duct cleaning; and **FloorUSA:** carpet, vinyl, and hardwood sales and installation.

Theresa is a member of the Professional Women's Network since 1996, currently serving as Membership Chair on the Board of Directors. She is also a member of the Salinas Valley Business Women's Association; American Indoor Air Quality Council (AmIAQ); Association of Specialists in Cleaning and Restoration (ASCR); International Institute of Inspection Cleaning and restoration (IICRC); Carpet & Upholstery Cleaning Institute; and Water Loss Institute (WLI). Theresa is a member of the Monterey Peninsula Chamber of Commerce; Seaside/Sand City Chamber of Commerce; Assembly of God, Seaside; and previous Board Member and President of the Parent Teachers Association for the Monterey Bay Christian School.

She is a recipient of several awards including the 2003 Samuel E. Harris, Sr. Citizenship Award from by Seaside/Sand City Chamber and the 1995 Small Business Excellence Award from Monterey Peninsula Chamber. She is a graduate of Seaside High School and attended MPC.

The event's Silent Auction raised money for PWN scholarships to be awarded to women continuing their education to pursue a new profession. Last May, PWN awarded two \$1,000 scholarships to the Women Supporting Women program at Monterey Peninsula College. Each year at the Professional Women's Network's Spring Mixer, scholarship proceeds are awarded from funds raised from the Silent Auction.

Dignitaries and Noted Public Officials present at the event were **Seaside Mayor Jerry Smith, Monterey Mayor Dan Albert, Sand City Mayor David Pendergrass, Salinas Mayor Pro Tem Jyl Lutes**; Also, **Congressman Sam Farr** was represented by **BONNIE VAN HISE**; **Senator Bruce McPherson** was represented by **THERESA MARTINEZ**; **Senator Jeff Denham** was represented by **DANA FERREIRA**; Also present were **Virginia Cooper and Tim Leveque**, from Monterey County Bank.



Selection Committee Process

This year PWN's Board of Directors decided to do things a little differently. In order to provide the 2004 winner with adequate preparation time to allow for their interested parties to attend the event, the Board decided that with the assistance of the Selection Committee they would announce the winner prior to the event night. This made for an exciting evening and full of people that came especially to support **Theresa Ream**, our **2004 Woman of The Year**. Here are some of the Selection Committee's comments about **Theresa Ream**:

"She is a leadership model for all of us."

"She has raised the bar of professionalism for the organization more in one year than many have in several years."

"Her entrepreneurial spirit is super strong and she knows how to lead a team."

"She is a very successful, highly respected business owner and supports many PWN member businesses. She knows how to network."

After the Board made their decision the Board and the committee had an afternoon tea held at Casa Serrano, which is one of Monterey History & Art Association's cultural facilities. A special "Thank You" to **Shawna Hershfield** of **Monterey History & Art Association** for providing the venue.

FYI - The selection committee needs to be compiled of two past WOTY recipients (**Loralyn Thompson – WOTY 2002, Rosemary Leonard –WOTY 2003**) and an active Board Member (**Phyllis Grillo-Weinbrenner, Treasurer**).

Event Volunteers

WOTY TEA

Coordinators

Phyllis Grillo-Weinbrenner
Rosemary Leonard –
WOTY 2003

Check In & Greeters

Gwen Brooks
Sandra Collingwood
Terry Low
Ashley Pereira
Mindy Pereira
Sally Powell
Jean Stallings
Loralyn Thompson

Bartender

Joe Sweeney

Silent Auction

Doris Beckman
Jeri Crittenden
Chris Giampietro
LuAnne Hutchings
Keri Peterson
Sally Powell
Danette Roberts

Pre-Event/Post-Event

Communication

Writer

Gwen Brooks

Event Publicity Chair

Wendy Brickman

WOTY Pin Designers

Alan & Barbara Bienenfeld
Alan Bienenfeld Fine
Jewelry Salon

WOTY Successful Fundraising Efforts

Kudos to **Phyllis Grillo-Weinbrenner** of **Downtown Dining** for soliciting a \$3000 sponsorship from **Charles T. Chrietzberg, Jr., Monterey County Bank**, and an in-kind sponsorship of wine from **Luann Meador, Ventana Vineyards**; and to **Debbie Jones** of **Anything is Possible** for soliciting over 70+ items for our fabulous silent auction. A total retail value of \$6108! It was because of this new format of this well renowned WOTY event that enabled PWN to have the most successful to date fundraising effort!

Here is the PWN's WOTY financial event status:

Income:

\$2926	Silent Auction
\$1250	Admissions (\$940 + \$290 at door & pre-sale)
\$3000	Sponsorship - Cash (Monterey County Bank)
\$7176	Total Income - Cash
\$816	Sponsorship - In Kind (4 cases wine - Ventana)
\$7992	Total Income (Cash & In Kind)

Expenses:

\$1875.01	Embassy Suites (Food & Facility)
\$300.60	WOTY Pin
\$500	Miscellaneous Expenses
\$2675.61	Total Expenses - Cash
\$816	In Kind Expenses
\$3491.61	Total Expenses (Cash & In Kind)

\$4500.39 Total Net Income

The Total Net Income will be used for the MPC Scholarship Program and PWN's 2005 services.

About Theresa Ream Information Taken Directly From the Material Written By Gwen Brooks

Theresa Ream has been a member of PWN since 1996. This year she stepped up to Chair the Membership Committee and serve on the Board. As a PWN Board Member, Theresa decided to use her hospitality and organizational skills to enhance teamwork within PWN. The goal closest to her heart was for PWN members and guests to walk in the door of any meeting and say to themselves: This is where I belong. I want to be here to learn and teach and be a part of this great organization.

As Membership Chair, Theresa decided her role would be to attract new members, to retain existing members, and to create an atmosphere of friendship, warmth and great networking where everyone would feel comfortable growing their businesses together.

So, she put a committee together to support her efforts. She heads the largest committee within PWN this year. She got her committee together for dinner at her home at the beginning of the year. At this meeting, she shared her vision, got the group motivated to work together, put plans in place, and let the work began.

She found a way to get existing members excited about signing new PWN members to the organization. She implemented a New Member Mixer Drive in the spring. The existing member who signed the most new members for the Mixer would receive a gift certificate to use for services of another PWN member.

To reward the existing PWN member who signed the most new members *all year*, she implemented a Year long New Member Drive Contest. To really entice the members to participate, she personally donated the grand prize of a special incentive travel trip.

She then recognized improvements in the current member database were needed to track all the new members. So, working with her committee, she set out to improve input, tracking and reporting. She exceeded all of our expectations by co-coordinating efforts with the Technology Committee. Any PWN member can now update their directory profile information any time by making the changes online at the PWN website.

To help new members feel more comfortable and be motivated to make the most of their membership sooner, she led the efforts of her committee to improve the prospective member outreach materials and to create a new member booklet outlining all the benefits of PWN membership. The booklet is now available to all members with the bi-annual directory reprints and online at the PWN website.

She also made sure all new members were personally called and welcomed to the organization. She expanded the Ambassador Program to include more orientations to accommodate all the new members and her New Buddy program was introduced this summer.

To increase retention of existing members, she personally called current members who were not renewing to see if she can convince them to stay. Many renewed after her call.

Beyond all of this, she has supported the organization's fundraising efforts by contributing flowers to the evening raffle at every meeting this year and made a great contribution to the Silent Auction this evening. And, working behind the scenes, she has hosted many of the PWN Board Meetings & made them each very special. One of the PWN Board Members told us: "She never missed a Board Meeting, always brought something new to the table, always had something important to say about agenda issues, and you could tell she put her heart and time into her efforts."

She did all of this while successfully managing 5 businesses. Theresa is co-owner of Ream Construction with her husband, which they founded in 1981. Theresa learned everything she could and took every class that would help her business. From laborer, she worked her way up through the ranks to President (51% owner) and Chief Financial Officer of their three corporations that form five businesses with over 70 employees. The five businesses include: **Ream Construction**: new construction, fire, water, or any other damage restoration and remodeling; **Disaster Kleenup Specialists**: Fire, water restoration for contents and structures, asbestos and lead abatement; **Cypress Cabinets**: fine kitchen and bath cabinetry; **Excel Carpet & Upholstery**: Carpet and upholstery cleaning and residential and commercial air duct cleaning; and **FloorUSA**: carpet, vinyl, and hardwood sales and installation.

Terry, her husband, said he has never met a harder working person. "For over 20 years, she consistently gets up at 7 in the morning and goes through to 11 each night. She takes care of the family, the business, and the house, loving everything she does, 24-7." Terry said: "She's been my Woman of the Year consistently, every year, for the last 20 years."

And, as a friend, we were told: "She's awesome. She's the kind of person you want to be your friend. She's there for you because she sincerely wants to be there for you. You could go to her with anything and she would be there for you. Another friend said: "To her family and friends, Theresa has always been our Woman of the Year. We've known all along that she is a very special person. We love her dearly."

About Theresa Ream Continued

Members of the Assembly of God Church in Seaside were not surprised by this recognition. She is very active in the church and personally hosts a Bible Study Group for 20 to 25 people, with dinner, in her home every Thursday night. Her former Pastor's wife told us: "Theresa has consistently exhibited exceptional leadership potential and capability in the business world, the schools where her children have been enrolled, and in her church."

As a member of the Monterey Peninsula Chamber of Commerce, she has donated water to the monthly Brown bag lunches, received the 1995 Small Business Excellence Award from Monterey Peninsula Chamber, and been active in many of their activities. She also is a member of the Seaside/Sand City Chamber of Commerce and received their Samuel E. Harris, Sr. Citizenship Award in 2003. Previously, she was a Board Member and President of the Parent Teachers Association for the Monterey Bay Christian School.

In her spare time, is also a member of the Salinas Valley Business Women's Association; American Indoor Air Quality Council (AmIAQ); Association of Specialists in Cleaning and Restoration (ASCR); International Institute of Inspection Cleaning and restoration (IICRC); Carpet & Upholstery Cleaning Institute; & Water Loss Institute (WLI).

Membership Drive Contest Winner

*A special congratulation to **Rosemary Leonard** of **Creative Cakery** for recruiting the most new PWN members in 2004! Rosemary averaged 2 new members each month because as she states she lived it and breathed it because she believes in it! "When you strongly believe in something it is infectious".*

She was recognized at the Holiday Luncheon this past December held at the Hyatt Regency Monterey and she won a 3-day 2-night vacation package for her efforts!

...And an extraordinary marketing Kudos to **Theresa Ream** for her thoughtful concept of a "Membership Drive" to incorporate more PWN members for 2004. She donated the prize – a 3-day 2-night vacation package that consists of luxury accommodations at one of 77 hotels and resorts throughout North America.

Danette Roberts of **NewKid Marketing** is responsible for selling this gift and incentive travel package to **Theresa Ream**.

A Note From The Networking Editor **LuAnne R. Hutchings**

After putting together my first PWN newsletter it was eloquently brought to my attention the WOTY event went un-noticed in the January newsletter.

As a PWN member and now current Networking Editor I believe wholeheartedly in the PWN mission statement:

The Professional Women's Network (PWN) connects women in business by offering opportunities to network, gain information and have fun while growing their businesses or moving ahead with their career.

I felt it only be fitting to create a special edition entirely designated to WOTY! I know that Sherri Coffelt, our current Board President made mention it might be beneficial since we don't normally publish a newsletter in December to possibly design one specifically titled, PWN WOTY Event Issue.

As you all may know, it takes a huge amount of support to put any successful event together. I know first hand what kind of time, energy, and assistance is needed to put on any "happening" or production!

I also know what an event chair goes through in order to make it all connect in a way that seems effortless! Kudos again to the entire event committee!

I apologize in advance if I missed recognizing anyone that was involved in anyway with this well renowned noteworthy event! My intention was only to edify and give recognition to our PWN members who selflessly give of their time and their efforts!

I want to personally thank **Rosemary Leonard** of **Creative Cakery**, **Phyllis Grillo-Weinbrenner** of **Downtown Dining**, **Gwen Brooks** a **Business Consultant and Trainer**, **Wendy Brickman** of **Brickman Marketing**, **Debbie Jones** of **Anything is Possible**, and **Sherri Coffelt** of **Results Partners** for assisting me with the needed information to put this special edition together in one day!

LuAnne R. Hutchings, My Private Liaison

We're on the Web!

Come visit us at:

www.pwnmonterey.org
