



Celebrating **25** Years
1983-2008

Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 4, April 2008



Theresa Ream
President 2008

Letter From the President:

PWN is really coming into its own this year, gaining momentum as one of the most dynamic networking organizations on the Monterey Peninsula; and guess what - it is still the best bargain in town at \$85 per year. That said, the costs of our membership meetings are rising and I thank the PWN members that have come forward to sponsor \$100 or more for the hors d'oeuvres at the meetings. I also want to thank Wendy Brickman, Publicity Chair, for coming up with innovative ideas to reach out to some of the medium and larger businesses in our area. Wendy and I had a wonderful time meeting for lunch last week to go over a plan of action. If you would like to help in this area please contact Wendy at brickman@redshift.com.

I was pleased to see that many of you took advantage of the opportunity to stay and network after the March meeting for fifteen minutes. It looked like

there were some great interactions! We will continue to provide that extra time of networking for you from 7:30 to 7:45 at meetings to come.

There is still plenty of time to win that \$200 Chico's gift certificate for signing up the most new members. With plenty of benefits like: Two e-blasts per month to our 225 members, an introduction at every meeting including the Saturday workshops and Power Networking luncheon, advertising in our monthly Newsletter, and the chance to get free exposure on the Web and in the newsletter. In addition, members have the opportunity to appear on our very own PWN "Your Town" TV/radio show that airs each month on KNRY and 1240AM. How can anyone refuse you when you ask?

So get ready for a fun filled night of Ice Cream, Grand Raffles by your Fundraising Chair Natalie Hungerford, a special interactive game by your Vice President Denise Kaku, and lots of time for personal interaction with your fellow members! I will be donating a special President's raffle basket! So please make sure to come to our Ice Cream Social Spring Mixer on April 2nd. See you all there!

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Theresa Ream – 2008 PWN President

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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.

|| CALENDAR ||

- April 2nd** — 5:45pm, General Membership Meeting. Embassy Suites. Membership Mixer.
- April 8th** — 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- April 9th** — 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch, "Effective Meeting Management" presented by Kelsey Escoto of TPO Human Resource Management. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- April 17th** — 11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Plaza, Monterey. RSVP to Donna Aikins, 655-5689.
- April 26th** — 9:00am-11:30am, Saturday Workshop, 567 Ortiz Avenue, Sand City. Patricia Major & Stephanie Dugdale. "Silencing Your Inner Critic". \$10 PWN members/\$15 non-members. RSVP to Sarah Schupbach: 760-0028.



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THANK YOU!

Thank you to our membership meeting food sponsors—making our meeting snacks possible.

March:
Suzanne Frueh,
CPA

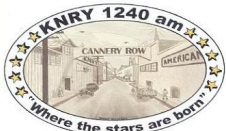
May:
Natalie Hungerford,
Allstate Insurance

June:
Leslie Bruhn,
CPA &
Teki Hegwood,
Hegwood Medical Group

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|| Coming at the Next Meeting ||



It's time for the annual Membership Drive & Mixer! This year, the theme is **Ice Cream Social**. At this meeting, we will be giving away a **\$200** gift card to **Chico's** for the

PWN member that gets the most people to sign up for a PWN membership. Come to the mixer to get to know your fellow PWN members on a deeper level through customized activities!

Finally, be sure to purchase raffle tickets for what promises to be yet another outstanding raffle. If you would like to donate an item to the raffle, please contact our Fundraising Chair, Natalie Hungerford at 642-6400.

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|| Past Meeting Recap ||



Patty Azzarello completely captured the PWN audience of 83 members and guests at the March meeting. She presented real and practical steps each of us could take to grow our business. Patty explained the "big ideas" and then

Patty Azzarello paired them with action steps to take toward accomplishing the big ideas. She was inspiring and motivating throughout her presentation. Thank you Patty!

President Theresa Ream was able to introduce the Board's two newest members, Kelly Olsen of Bella Donna Nail Studio & Boutique has taken on the Showcase Chair, and Wendy Brickman of Brickman Marketing has taken on the Publicity Chair. They have both graciously stepped in to fill the vacancies and have been tremendous assets to the Board.

This PWN meeting was a

great success due to the additional help of many members. **Suzanne Frueh, CPA** was the \$100 food sponsor for the meeting and enabled us to provide snacks to the attendees. **Roxanne Noble** of **Mary Kay** added style and panache to the speaker gift. And **Cammie Jones** of **Velegance** brought festive decorations to reflect the season and bring cheer to the room.

Finally, the evening was capped off by a round of raffle drawings. Thank you to all the members that donated raffle prizes!

Special Thanks To:

Tina Zmak (Zmak Creative)

Denise Kaku (Kaku Consulting)

Doris Beckman (Avon Cosmetics)

Jane Siemonsma (Graphics a la Carte)

Laurie Livingston (Cranky Duck Design)

Natalie Hungerford (Allstate Insurance Co.)

Deborah Lindsay (Tomorrow Matters Talk Radio)

Dr. Radhika Mohandas (Monterey Lazer Aesthetics)



Counterclockwise From Top Left: Kelly Olsen, Showcase Chair; Cammie Jones, Velegance & Nanette O'Meara, Isagenix; Wendy Brickman, Publicity Chair; Patty Azzarello's presentation



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the change we
want to see."**

Mahatma Gandhi

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To Editor
Sarah Schupbach**

[Sarah.Schupbach@
hotmail.com](mailto:Sarah.Schupbach@hotmail.com)

|| Testimonials ||

For: Francesca Hawthorne, Lily's Chance Discoveries
From: Doris Beckman, Avon

Across from Collezione Fortuna is another wonderful PWN member's shop, Lily's Chance Discoveries, where I got some great greeting cards. Francesca Hawthorne's shop is filled with wonderful one of a kind Antiques & Estate furniture, art, out of print books and hand crafted jewelry and accessories.

For: Audrey Pierson, Secure Your Success
From: Mary Jeanne Vincent, WorkWise

Many thanks to Audrey Pierson for her expert marketing assistance; she helped me successfully package and present a new career service. She was easy to work with and had great ideas. In less than an hour I walked away with a ton of ideas that work!

For: Deborah Lindsay, Tomorrow Matters
From: Carolyn Swanson, Passion Purveyors

When I first met **Deborah Lindsay**, she was kind, helpful and very knowledgeable with regard to issues that related to my brand new business. She gave me priceless advice and resources to help me survive and thrive. Now, with her daily radio program she is doing the same for thousands of listeners with regard to relevant environmental issues. She brings local and global issues to the forefront on her daily radio program. Every time I tune in, I learn something new and valuable that truly enhances my day. Her topics are relevant and original and everyone can benefit from her hard work and passion that she puts forth to bring the show together every weekday. Thank you Deborah for enriching my life and countless others with your important work.

For: Roxanne Noble, Mary Kay
From: Theresa Ream, Ream Construction

I have been using Roxanne's high quality Mary Kay skin care products and am really enjoying them. Also, don't forget her on holidays. She wrapped up items for my Son and Daughter for Valentine's day - they were dazzling and the best part is she delivered them right to my office.

For: Sandra Collingwood, Collingwood Carpet Care
From: Doris Beckman, Weight Watchers & Avon

I had been using my own Super Spotter for the daily spills at the Weight Watcher Center and I recently was able to have the carpet totally cleaned. I immediately called Sandra Collingwood and she was able to set a good time for me (it was around the holidays and things were hectic). The job was done on the same day that I also had inventory and I was able to get back in

quick and have no toxic smell to deal with. The carpet looked and smelled wonderful. The manager was so pleased that she authorized cleaning of the Salinas Center and to keep Supper Spotter on hand at both locations for those daily spills.

For: Roberta Young, Strategies Assessment
From: Teki Hegwood, MD

Roberta Young was industrious and helpful in creating strategies for effective employee evaluations. She helped me to promote morale and efficiency in my team.

For: Judy Currier, Monterey Peninsula Chamber of Commerce

From: Wendy Brickman, Brickman Marketing
Working with Judy Currier, Membership Development Director of the Monterey Peninsula Chamber of Commerce, is an absolute pleasure! She is a warm, personable sales professional and I know that whenever I send a client to join the Chamber, she will provide outstanding customer service. and close the deal! She is a great asset to every organization she works with, including, of course, PWN!

For: Doris Beckman, Avon
From: Francesca Hawthorne, Lily's Chance Discoveries

Avon Anew Contouring Eye System is just wonderful. I have been a customer of Doris' for the last 4 years now, and I really love her products.

For: Kelly Olsen, Bella Donna Nail Studio
From: Wendy Brickman, Brickman Marketing

PWN members work very hard so it's important for us to take time off to get pampered. Why not enjoy a relaxing manicure and pedicure? We all deserve it! PWN member, Kelly Lynn Olsen, the owner of Bella Donna Nail Studio & Boutique, has recently opened her studio in the heart of Sand City. With many years of experience, Kelly's an absolute pro and she does beautiful work. Kelly also offers PWN members a special discount! Bella Donna Nail Studio is situated in an airy, attractive historic little house with nice high beamed ceilings, decorated in pretty jewel tones. Check it out!

For: Mary Potter, Pacific Grove Travel
From: Theresa Ream, Disaster Kleenup Specialists

A long time employee of mine had a dream of taking her grandchildren to Disneyland. I called Mary and within an hour had everything arranged at a great price. Thank you for helping me make her wish come true!



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2 Quick Facts: Women in Business

- In 2006, 38% of employed women worked in management or professional and related occupations, while 34% worked in sales of office positions, and 20% worked in service occupations.
- Females with graduate degrees earn only slightly more than males with no college degree and only a high school diploma.

Information from the
Business and Professional
Women's Foundation
(www.bpwusa.org)

**“Only as high as I
reach can I grow,
only as far as I
seek can I go, only
as deep as I look
can I see, only as
much as I dream
can I be.”**

*William Arthur
Ward, author and
scholar*

|| Saturday Workshop with Audrey Pierson ||

Audrey Pierson of Strategies for Success presented “I’m Not a Salesman! Strategies for Increasing Your Business Without Losing Your Dignity” on March 15. Twenty-four PWN members and guests were treated to a Saturday morning of learning how to seek, ask, and get business. She shared with the workshop attendees methods and strategies she learned and developed through the years of building her past business, Pierson Security. She challenged each of us to rethink what we are offering our potential clients—to think beyond the tangible product or service, and know the true value. Projecting passion, presenting a clear path to get business, and building rapport are all key elements of becoming a great salesperson. She fielded questions from attendees throughout the 2.5 hours and answered with such confidence and insight that it kept everyone jotting notes of her shared wisdom. Audrey will share even more of her extensive sales experience and knowledge during the May 7th membership meeting when she joins **Judy Currier** in presenting “Is Your Fear of Selling Losing You Business?”

And join us April 26th as **Patricia Major** (Time Wise Coaching) and **Stephanie Dugdale** present “Getting Out of Your Own Way: Making the Law of Attraction Work For You By Quieting Your Inner Critic.” RSVP to Sarah Schupbach at 760-0028.



|| Marketing Wisdom by Wendy Brickman ||



Wendy Brickman

Do you think you're a bit too busy these days? Are you feeling a wee bit stressed? Do you have a "to do" list that could wrap around a city block? If so, it's time for you to get very familiar with [David Allen's](#) book, "Getting Things Done!" which helps to give you some of your life back!

For years, David Allen has made an extensive study of the best ways to increase productivity - whether at home or at work. His system is a little complex, but it's well worth trying to implement it in your life.

David has a great mission! His company's purpose is to improve the quality of life by providing the world's best information, education, and products that enhance personal and interactive productivity. Check out his website at www.davidco.com for his wide range of offerings. He has

free podcasts and newsletters and even a membership group that is GTD Connect. Its premise is:

Simply staying involved each month, your new habits will steadily reform and you'll stay in the groove. Overwhelm and stress will go down. Enthusiasm and creativity will go up. You'll get better and better at flipping the switch from "off" to "on" about life and work whenever you want or need to. Enthusiasm and creativity will go up. "Mind like water" becomes a real experience as you achieve the "Connect" definition of success: in control, relaxed, focused, inspired, and getting things done.

Wendy Brickman has run Brickman Marketing on the Monterey Peninsula for almost 20 years, and has an extensive background in the areas of marketing, publicity, advertising and market research. For more information visit www.brickmanmarketing.com or email Wendy at brickman@redshift.com.

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|| Welcome to the Board! ||

PWN recently welcomed two new members to the board: **Wendy Brickman** of Brickman Marketing took on the **Publicity Chair** and **Kelly Olsen** of Bella Donna Nail Studio and Boutique joined to become the new **Showcase Chair**. We sincerely appreciate their stepping in to help!

Wendy has been a PWN member since 1990 and brings many years of public relations experience to her position. She has served as Publicity Chair in the past from 2003-2004 and was happy to take on this role once again. Wendy is dedicated to attracting interesting new members to PWN. She created a New Member Outreach Program in 2003, when she and some other PWN members did extensive outreach to larger organizations. She is currently working again on a revised outreach project to larger companies with Theresa Ream and Audrey Pierson to increase PWN membership in 2008.

Kelly Olsen is ready to take on the world. In the last six months, she got married, moved to a new house in Del Rey Oaks, opened her very own nail studio in Sand City, and has now taken on the position of Showcase Chair. This is a woman with drive, no question about it.

These two amazing and accomplished women join the PWN board and are well positioned to add exceptional qualities and points of view. They join the board with the intention of bringing about the best possible meetings and events for this 25th anniversary of PWN.

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|| The Green Corner By Deborah Lindsay ||



For a Successful Transition to a "Green" Business, get Buy In.

When my daughter was small there was no way I was going to get her to wear "tie up" shoes if she was set against the idea. For success she had to be "on board" with the idea; then the transition from bare feet to shoes and socks would be relatively smooth. It required a lengthy discussion about where we

were headed, what kinds of things might be on the ground, how her feet would feel if they got injured, and wouldn't it be a good idea to put on some protective gear to ensure untroubled feet. This took longer, but accomplished the task, and we were both happier for it.

Making a decision to become a green business is a bit like trying to get a toddler to wear shoes.. it's a good idea, but presents some challenges. Questions emerged such as,... How can we lower our electricity bill? How can we ship our product if not in styrofoam? What will we give away at the trade show? How

should we send out this mailer? What do we clean the bathrooms with? What do we do with old print cartridges? How do we redesign this workroom?

The first place to turn for these answers is your staff. Each person in each department if asked how to green their specific niche will provide you with a list the length of your conference table. Create a "task force" to collate ideas, make a green bulletin board, or have an intranet forum and make sure everyone gets a voice so you have complete buy in.

Set targets starting with the easy "low hanging fruit" like changing to Compact Fluorescent Light bulbs. Then try things like incentives for bicycle or public transit riders, and make your way up to larger tasks such as having a Zero Waste company picnic. Experiment with different ideas and be sure to mark your milestones and celebrate successes.

If you need help along the way, call me... I can do anything...I know how to get shoes on toddlers.

Deborah Lindsay is a green event and lifestyle consultant and independent radio host of "Tomorrow Matters", which airs weekdays from 2 to 3 pm on KRXA 540 Am. Contact her at decal@deborahlindsay.com.



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Green Tip of the Month:

More than 60 million plastic bottles end up in landfills and incinerators every day - avoid plastic altogether and switch to glass or lightweight stainless steel containers.

—Deborah Lindsey,
Green event &
lifestyle consultant



|| New Members ||

Thomas Parks, Playwright/Director
(831) 625-9094

tomparks@redshift.com

CHUMS...When lovers become friends...and friends become lovers. A not-to-be-missed romantic comedy play by Tom Parks at the Carl Cherry Center for the Arts from May 3-May 25th (Fridays, Saturdays & Sundays).

Mireya de la Vega, Hands Up Nail Boutique.

kvandevere@gmail.com

Kelly Ann Foy, Keller Williams Realty

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Joshua Pastor, Morgan Stanley

(831) 646-6115

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Teresa Thomae, Central Coast Small Business Development Center

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- Sustaining Member, American Academy Cosmetic Dentistry
- Alumni, Dentist for Oral Conscious Sedation
- Former Instructor for UCLA and USC Dental Schools
- Featured in NewBeauty Magazine
- 2007 Woman of the Year - Professional Women's Network

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||| Featured Board Member: Jeanette Kern, DDS |||

Name: Jeanette Kern, DDS

Position: Membership Chair 2008, Woman of the Year 2007

Role: My focus is to create an updated Membership Database through our website technology. I would like to see our members utilize the website for information, doing networking through eblasts, access to current contact information for every member, able to pay online for events or renewals in a timely way and have a better line of communication from our members to the Board and vice versa, and to be very aware of the many benefits of membership.

Goals as a PWN Board member: Work cohesively with my fellow Board members to create a harmonious and stimulating leadership for our members.

My Business: I am in the Health Profession as a Dentist. My passion is creating the healthiest, most beautiful smiles on the Peninsula. My team and I believe in delivering the most up to date dental services in a spa like atmosphere. I am currently on the quest to becoming an Accredited Member of the Academy of Cosmetic Dentistry because I believe in continuing education for myself and my team. As a business woman, I believe that relationships developed and nurtured are the key to success of any business and PWN Networking has taught me many ways to grow my practice.

On A Personal Note: I believe that every member will receive more out of the organization when she gets involved. I started under the tutoring of Sandra Collingwood as an Ambassador, served on the Newsletter/Ad committee and then moved onto the Board as Showcase Chair. The skills and contacts that you make in your journey in PWN will reap many benefits. Not only have many members become my patients, but they are also my friends.



||| Your 2008 Board of Directors |||

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Special Thanks to Jim Vossen of the Historic "News Talk" KNRY 1240AM Radio for continuing to provide PWN with the Your Town radio and TV segment. Our show airs on both KNRY and Amp Cable Channel 24 on the first Tuesday of each month from 5:00pm—6:00pm.

If you are interested in appearing on this valuable and free marketing program, contact the show's host Tana Marie Misrack at 646-1137 or tm@passionisland.us