



Celebrating **25** Years
1983-2008

Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 12, December 2008



A Letter from the Incoming 2009 PWN President:

I recently spent a weekend at a great event put on by Loral Langemeier and the Live Out Loud team. Although wealth building is why you're familiar with Loral (read "The Millionaire Maker" book), every action we took over the weekend revolved around networking. It's the biggest reason I flew across the country (on a red-eye flight no less!) to attend. I was not disappointed. The networking opportunities were vast and I remembered an important lesson.

Practice your pitch! Since we know that we only get one chance to make a first impression, that first "pitch" or opportunity to tell someone who we are and what we do, is critical.

I've spent the past year creating, revising and fine-tuning my pitch and yet I modified it even further during this event. Why? Because I had the opportunity to tell it over and over again to many people in a short amount of time and see their reactions. It was extremely beneficial because seeing the "results" of my pitch immediately, I was able to test different revisions with instant feedback.

What do you look for in the person you "pitch"? I want to see their eyes light up! I look for them to be excited, to lean in and ask more about what I do. Each time that happens, I know I've hit the mark and made an impression on my fellow networker.

Right now is the perfect time to practice your pitch as often as possible. Our fellow PWNer, Mary Jeanne Vincent of WorkWise and a fantastic career coach, recently wrote an article pointing out that during this holiday season the opportunities to network are amazing. Between business events, holiday parties and even neighborhood gatherings, the chances to present your pitch are multiplied. Take advantage of them and go to every place possible to network.

Don't worry if you're not completely confident in your pitch yet. If you wait until it's "perfect", you'll never present it! Just keep practicing and carefully gauging the response you receive. The more often you make a true connection, the more you'll gain confidence that you have the perfect pitch!

Audrey Pierson, Secure Your Success, Inc

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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.





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monthly meetings!**

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|| CALENDAR ||

Dec 3rd — 11:45am, Annual Holiday Luncheon at Monterey Hyatt.

Dec 4th — 5:30-7:30pm, Special Event. Holiday Shopping and Fashion Mixer at Collezione Fortuna, Carmel. Info, call 626-1287.

Dec 10th—12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch. "Turning Leads into Repeat Sales" by **Audrey Pierson** of Secure Your Success, Inc. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.

Dec 18th —11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Hotel & Spa, Monterey. RSVP to **Donna Aikins**, 655-5689.



|| Testimonials ||

For: Cathy Shue, InSight Eyewear
From: Cammie Jones, Cammie Jones Organizing

I took my new eye glass prescription to InSight Eyewear last week. I was very delighted with the service & selection of great frames to choose from. It's the most fun I have ever had picking out a new set of frames. If you in need of new glasses be sure to visit Cathy Shue & her staff at InSight Eyewear for an out of sight experience.

For: Sarah Schupbach, Disaster Kleenup Specialists
From: Carol Young, Carol Lynn Young Skincare

Sarah wrote an article about me for the October PWN newsletter, which I kept trying to write on how I like to network, but couldn't. So she offered to help and we spent a fun evening getting acquainted. Sarah then wrote such a great article in her spare time when she wasn't busy doing all the other zillions of things she does so well with her unstoppable energy and enthusiasm. I can't wait til we get to collaborate on something else again. She made it seem so easy. I'm glad we have her on board again next year as our PWN Newsletter Editor and overall general cheerleader.

For: PWN
From: Kelly Wheeler, Cannery Row Company

To the finest group of talented, supportive, loving women I have ever had the privilege to meet. Thank you to each one of you for adding so much to make our Monterey PWN a special gift to us all.

For: Theresa Ream, Ream Construction
From: Carol Young, Carol Lynn Young Skincare

Theresa organized our outing to the mixer at Stella Page's Studio in Moss Landing, which was a treat. It was so much fun to meet at

Theresa's office and carpool in groups up there. She's so good at organizing events and keeping everything fun and light. Plus, I got a gorgeous, fantastic, Stella Page Limited Edition Handbag, which I LOVE. I know that whenever Theresa is behind something it is going to be good! If you ever get a chance to participate in one of her field trips, go for it.

For: Cynthia Castaneda, Hair By Cynthia
From: JoAnn Reiter, Inside Shading

I won the Diva Package from "Hair by Cynthia" at the WOTY event. I want to say how happy I am with the results of my new look. She is so sweet and accommodating. I thoroughly enjoyed the experience and would recommend her services to everyone.

For: Cathy Montante, Collezione Fortuna
From: Carol Young, Carol Lynn Young Skincare

Recently I was able to send a friend of mine to Collezione Fortuna to find something fabulous to wear at her 80th birthday party. She had been shopping all around town & couldn't find what she was looking for. She didn't know about Collezione Fortuna yet! Cathy spent lots of time with her finding just the right outfit and accessories, with a lot of attention to flattering my friend's figure with several great choices. My friend left feeling thrilled with her new dress & jewelry, and can't wait to appear at her party. Cathy, thanks so much for helping my friend for her important day.

For: Doran Poma, Artisan's Salon & Day Spa
From: Donna Brandt, Primerica

Doran donated a makeup session and 1 eyebrow wax a month for the next 12 months to the WOTY event and I got it! I've already had my makeup session and first wax, and I'm excited about my new techniques and high quality product. The salon is lovely and is within walking distance of my home.



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Professional Women's Network
Of the Monterey Peninsula

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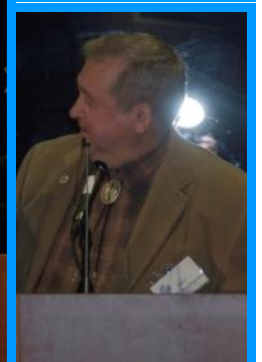
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*Supporting Women in
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|| 2008 Woman of the Year: Wendy Brickman ||





**Professional Women's
Network of the
Monterey Peninsula**

PO Box 1489
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www.pwnmnterey.org

Message from 2008 Woman of the Year:

I'd like to give a sincere testimonial to the spirit of PWN this past year...it's been simply awesome! Positive, proactive, and innovative! I'm very proud and honored to have been selected as the Woman of the Year...but truly, you all are winners!

As we face the many challenges and roller coaster of business in the months ahead... remember that we can overcome so much together. And, finally, don't forget to add more than a little music and art to your lives to balance out all of your hard work. Enjoy the journey! Thanks for everything!



Wendy Brickman, Brickman Marketing and WOTY '08



Stella Page Mixer, Nov 20th.



5 Past WOTYs: Sarah Pashin, Jean Stallings, Bonnie Baker, Mary Loram, and Ripple Huth

|| 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 Wendy Brickman at 633-4444 or brickman@redshift.com



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|| The Back Page: Special Report ||

From the Editor: *This Article recently printed in the Monterey County Weekly (who are now brand new members of PWN!!), and it proposes a particularly interesting idea that is strikingly relevant to each and every one of the members of PWN. Thank you, Wendy Brickman, for bringing this article to my attention—I hope you all will join me in spending a local \$100!*

Multiplication Tables: Building an Economic Stimulus Package from the Ground Up

This is not a joke: One of the ideas being debated in Congress this week as a remedy for the current economic crisis is for the federal treasury to lend \$25B to the auto industry. On the heels of buying up AIG and Fannie Mae and Freddie Mac, the newest cure-all is for those with control of the purse strings to offer an unsecured loan to Ford, GM and Chrysler to keep them out of bankruptcy. The cynic in me sees it as another example of a reward to executives who made really poor business decisions. If the Big Three had invested in innovative designs and fuel-efficient technologies at a time when they were selling bucketloads of SUVs, they would now be making a smooth transition to their cars of the future. Instead this latest proposal reminds me precisely of the joke that says to remember the golden rule: He who has the gold makes the rules.

It is against this backdrop that I am happy to put forward a modest proposal for economic stimulus being launched by a large group of alternative newsweeklies across the country. *Monterey County Weekly* is joining this group of 72 other papers and asking each of its readers to **pledge to spend \$100 this holiday season at local and independent businesses.**

Spearheaded by Jody Coley, the publisher of the Oakland paper, *East Bay Express*, the idea is beautiful for its simplicity and impressive for its scope. This proposal rests on two seemingly obvious premises. That consumer spending really is America's greatest economic driver, that the feds are not going to appear anywhere in Monterey County and reassure nervous merchants that their business is too big to let fail. Instead, this proposal says in the clearest possible way that if we want to help Main Street, then we need to go spend money there. The data is startling.

A HUNDRED DOLLARS SPENT LOCALLY HAS A PRETTY AMAZING RE-GIFTING QUALITY.

One hundred dollars is not likely to bust anyone's budget this holiday season, but a hundred dollars spent locally has a pretty amazing re-gifting quality. According to the Andersonville Study of Retail Economics, **for every dollar spent at a local and independent business, 68 cents stays in the local economy.** This is what economists call the multiplier effect – meaning that the money is then re-spent by the owners and employees of the first shop at other restaurants, clothing stores, rug vendors, aestheticians, pet stores, bars, spas, gift stores, dentists, computer stores, golf courses, auto mechanics and massage therapists. By contrast that same dollar spent at Target, Wal-Mart or Best Buy re-circulates only 43 cents. The difference between shopping locally and at a chain store is a 58 percent increase in the multiplier.

Readers familiar with the *Weekly* will notice that the vast majority of the advertisers in these pages are local and independently owned businesses. That same model holds true at the other 72 newspapers participating in this holiday pledge drive. By combining the *Weekly's* print and online readership together with the other papers across the country, the total audience is 17.5 million readers. If you, and all the others reading this, spend just \$100 each in the next five weeks, the total holiday spending will be \$1.75 billion. That money spent at local retailers, restaurants and service providers multiplies into \$2.9 billion – \$437 million more than if the money went only to Amazon.com or Costco.

"This is an incredibly exciting and unprecedented effort by the press to reach out and work with the local economic development community," says Erin Kilmer-Neel, of the American Independent Business Alliance. "This can be a perfect partnership – local, independently owned publications helping other local indie businesses in their community toward positive economic change."

Adds Kilmer-Neel: "When people choose to shop at locally owned, independent businesses in their communities, they are re-circulating dollars in those communities, supporting more local jobs, keeping their neighborhoods interesting and unique and reducing their carbon footprints.

"People came out in the millions two weeks ago to make change by voting. **Conscious shopping, like voting, is a powerful way to make change.** Collectively, we will continue to spend billions and billions of dollars as we shop throughout our lives – imagine the power that this money can have if each one of us tries to be conscious about where it goes."

The absence of publicly traded media corporations in this effort is no accident – the list does, however, provide a pretty good snapshot of America's urban communities. I would urge that if you have family and friends in any of these cities, contact them and encourage them to participate in this grassroots economic stimulus package. It's no \$25 billion for auto executives. But to the owners and employees of the shops in these communities, it's a lot more important.

By Erik Cushman, Publisher, Monterey County Weekly

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