



Celebrating **25** Years  
1983-2008

# Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 2, February 2008



**Theresa Ream**  
President 2008

**Letter From the President:**

We are getting off to a great start this year – our 25<sup>th</sup> Anniversary! We had a wonderful turnout of 78 people for our January meeting! The Board was able to connect with you by showcasing their goals and visions to the Membership. It is so nice to start off by knowing exactly what the Board's expectations are and how you can become a part of the PWN Team.

I want to thank Leslie Bruhn for her inspiring presentation on Name Your Year. It was fun and thought-provoking thinking about my goals for 2008. The following ladies helped in making me look good for the meeting: Doris Beckman bejeweled me with her fabulous jewelry from Avon, Roxanne Noble came to my office before the meeting and did my makeup and I was able to purchase some of her great products from Mary Kay, Kelly Ricker did a great job of doing my nails, and of course Jeanette Kern made my wonderful

smile possible. Please contact me and I will do anything possible to personally showcase your businesses at the meetings.

We have officially started our Saturday Mini Workshops. Our first presenter will be Robert Misrack of Strategies for Success with an exciting presentation, "Learning to Network in Any February 16<sup>th</sup>, from 9 to 11:30am. The cost is \$10 for members/\$15 for non-members and you must prepay to reserve your seat. You can pay online in the PWN website store! Come join us and learn to network from a Master. If you have an idea for a workshop topic this year, or would like to teach a workshop, we still have a few openings. But they are filling up fast so please call me at 402-1130 if you are interested.

I look forward to seeing you all on February 6<sup>th</sup> at 5:45pm for great networking, showcases, and what promises to be a very motivating presentation on "Falling in Love with your Dreams" by Mary Jeanne Vincent of WorkWise.

Let us help you Build Your Business!

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Situation" on

**Theresa Ream – 2008 PWN President**

Ream Construction, Disaster Kleenup Specialists, Floor Store USA, Cypress Cabinets, Excel Carpet Care  
Email: tream@redshift.com, Cell: (831) 402-1130

**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** ||

- February 6th** – 5:45pm, General Membership Meeting. Embassy Suites. "Fall in Love With Your Dreams" by Mary Jeanne Vincent of WorkWise.
- February 12th** – 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- February 13th** – 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch, "Getting Organized...Successful Strategies for Home or Business" presented by Morgan Marr, Realtor, John Saar Properties-Carmel. Monterey Fairgrounds Turf Club. RSVP to Wendy Brickman, 633-4444.
- February 16th** – 9:00am-11:30am, Saturday Mini Workshop, 567 Ortiz Avenue, Sand City. Robert Misrack presents "Learning to Network in Any Situation"
- February 21st** – 11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Plaza, Monterey. RSVP to Donna Aikins, 655-5689.



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2 Quick Facts: Women in Business

- One in every 11 adult women in the United States owns a business. Female entrepreneurship has been growing twice the national average since 1997.
• Women-owned businesses generate \$1.5 trillion in sales and employ 9.2 million people.

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

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Coming at the Next Meeting



Have you put your dreams on the back burner? Fall in love with your dreams all over again.

Bring your big, bold dream to the February PWN meeting. Be part of this fun, interactive presentation. See how the Lying Game can help you achieve your dreams!

Mary Jeanne Vincent, M.S. is a professional career coach. Her column, Career Talk, appears every other Tuesday in the business section of the Monterey County Herald. Through her company WorkWise, Mary Jeanne helps people re-frame their background,

skills, and experience to make successful job and career changes.

In addition, Vicki Lynch of Eclectic Embroidery will be on hand to take orders for name tags. For just \$10.73, you can get your very own professional nametag imprinted with your name and business. Plus, get your order in soon, and Vicki will have them ready by the March meeting!

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.

Advertisement for Disaster Kleenup Specialists featuring a triangle logo with 'WIND FIRE WATER' and contact information: 899-3938, 567 Ortiz Avenue, Sand City, CA 93955.

Past Meeting Recap

Leslie Bruhn's "Name Your Year" - was an inspiring way to start the new year. Leslie came up with "Name Your Year" as a way to mark and celebrate each passing year. It also sets the tone of your year and helps you to achieve your goals.

With colorful examples, stories, and delightful humor Leslie guided us through the process of naming our year. For people needing help to determine their goals, Leslie suggested reading "Excuse Me, Your Life is Waiting" by Lynn Grabhorn.

We had a great raffle, and wish to thank everyone that donated prizes!

Special Thanks To:

- Sandra Collingwood (Collingwood Carpet Care)
Roxanne Noble (Mary Kay)
Natalie Hungerford (Allstate)
Jeanette Kern (Dr. Kern Dentistry)
Patricia Major (Time Wise)
Barb Pina (Cookie Lee Jewelry)
Ann Appel (Farmers Insurance)
Denise Kaku (Kaku Consulting)

Lori Silver (Law Offices)
Julie Rumsey (Déjà Vu Consignments)





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**"Growth is never by mere chance; it is the result of forces working together."**

*James Cash*

## Testimonials

**For: Doris Beckman, Avon**  
**From: Sandra Collingwood, Collingwood Carpet Care**

I ordered the new cologne called "Happiness" and it is making me very happy! It's a lovely light scent, especially suited to the business world where we don't want to overdo fragrance. I'm also looking forward to trying the other two sister scents: "Peace" and "Love." Sounds like a wonderful trio to me!

**For: Mary Jeanne Vincent, WorkWise**  
**From: Tina Zmak, Zmak Creative**

I referred my sister to **Mary Jeanne Vincent** for resume help and negotiation strategies. In my sister's words, "Mary Jeanne is awesome!" Mary Jeanne provided expert guidance and helped tremendously. I highly recommend Mary Jeanne to anyone for career coaching!

**For: Marilyn Wheeler, The Healthy Way**  
**From: Audrey Pierson, Secure Your Success**

I started at **The Healthy Way** a few months ago and now I'm wearing these baggy pants that I couldn't even get into last year! Thank you **Marilyn!** The Healthy Way program teaches you how to eat in a healthy way for life. It's not a diet, it's simply good eating. The staff is fantastic. It's great and it's NOT HARD!

**For: Cathy Shue, Insight Eyewear**  
**From: Sandra Collingwood, Collingwood Carpet Care**

Cathy offers the highest quality of customer service I have ever experienced in getting new glasses. I was wearing lenses with incorrect coating and didn't even know it. I'm now a raving fan of this fantastic lady and also her incredible selection of eyewear. Be sure to visit the "Bling Room" -- filled with glamorous glasses to bejewel anyone's eyes.

**For: Ronda Reinke, Vibe Alive**  
**From: Gwen Brooks, Comcast Spotlight**

I decided to try a Vibe session in December when my energy was very low and stress from work, the flu and the holidays was wearing me down. It took a few visits for me to really feel the difference, but now I can't imagine going without my Vibes. It's a per-

fect 'lift' at the end of a long day, I'm sleeping better, and I've even lost some weight. YEAH!!!!

**For: Sandra Collingwood, Collingwood Carpet Care**

**From: Gwen Brooks, Comcast Spotlight**  
Over the last several years I have depended on Super Spotter to take care of numerous stain issues. It has worked beautifully on everything.

But, when my office recently moved to Salinas and my longer hours created an indoor carpet staining issue with my small dog, it was time to call in the professionals. Sandra responded to my request for a quote within 24 hours and David had the appointment scheduled immediately.

Since they have a minimum charge, I decided to have 2 arm chairs, covered in a cream silk damask fabric, that were severely stained and overdue for a cleaning done at the same time.

The results: INCREDIBLE!!!!!! I would challenge anyone to come to my home and find a single trace of any dog accident on the carpet or any spots on what now appear to be freshly reupholstered chairs.

I feel like I've started with a CLEAN SLATE in '08 by having this work done now and would encourage you to do the same.

**For: Dr. Jeanette Kern, DDS**  
**From: Theresa Ream, Ream Construction**

Great job in maintaining and cleaning all my new porcelain veneers and crowns! I love going to her office and getting paraffin wax treatments on my hands as my teeth are being cleaned.

## Cooking... at its best.



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Images from the  
January 2008  
Meeting. Sandra  
Collingwood, right  
& Board  
Showcases below



## Marketing Wisdom by Wendy Brickman

### Market Research Rules!

I often meet new clients who are convinced they know that their product is positioned perfectly for their potential customer. I always wonder what gives them this ultra-confidence. I find it worrisome myself without some on-going program of market research. Especially now, in these turbulent economic times, it's critical to find out what your customers are thinking about in terms of products or services like yours.

One effective and efficient way to conduct surveys these days is with an on-line survey through Zoomerang. Zoomerang allows you to create custom web-based surveys and get rapid results. For me, taking quick online 5 minute surveys are not a big bother. I went to the Gilroy Gardens Amusement Park last Christmas and had an on-line survey waiting for me when I returned, when my memory was "fresh" about my recent experience. I was able to vent about getting lost in the dark due to their inadequate signage...which I believe is valuable feedback for them.

I always recommend that a reward is attached to the survey because consumers are doing you a favor to complete one. Whether it's a dollar off a product or service, or a percentage off coupon that is printable or a complimentary appetizer coupon, add a reward with the survey to increase the quantity returned. You can also do a survey via mail and I've received some not too long ago that included a "guilt" dollar...a dollar bill that made me feel that to keep the money, I had better complete the survey.

Surveys can be done via phone but consumers don't love their time being taken up with these types of calls. "Intercept" at malls with a person and clipboard who tries to get busy shoppers to stop and chat are common. If you can, also use focus groups which allow a more controlled discussion situation to do your market research, but be sure to use a trained professional to conduct the focus group.

So, are you taking the time to do market research surveys (online, phone, and in person) with current and potential clients, including providing meaningful rewards? Are you evaluating and acting on the results of the surveys?

Based on the information you've gleaned from your market research, are you developing your existing customers into even better ones? How are you doing this and how can you improve this process?

*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](http://www.brickmanmarketing.com) or email Wendy at [brickman@redshift.com](mailto:brickman@redshift.com).*



Wendy Brickman visits Santa Claus at the North Pole Annex (aka Del Monte Center).



At Dr. Kern's office patients are like family. Dr. Kern and her team take incredible pride in delivering exceptional care in a relaxing environment.

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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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Dr. Jeanette Kern





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**“A leader is one  
who knows the  
way, goes the way,  
and shows the  
way.”**

*John C. Maxwell*

## Love is in the Air by Susan Bradley, RN



Did you know that everyone has five different Love Barriers?

There are at least fifty different types of barriers but each person has their own set of five. This is important to know because everyone you do business with or know has them. They will get highly over-reactive when a barrier is tread on. Your children have them, your mates have them, YOU have them, your customers, co-workers and employees have them. Anytime you feel hurt or angry, one of your love barriers has been triggered. Whenever there is conflict or even a simple misunderstanding in a relationship,

you can assume that someone's LOVE barriers have been triggered. People will fight tooth and nail over seemingly minor issues if they relate to one of their barriers.

The top Ten Barriers are: 1) Fear of Being Dominated and Controlled, 2) Fear of Loss or Abandonment, 3) Trust Barriers, 4) Fear of Being Hurt or Hurting Someone Else, 5) Fear of Loss of Freedom, 6) Fear of Betrayal, 7) Encroachment of Boundaries, 8) I Don't Fit In, I Don't Belong Barrier, 9) I Feel Like a Fraud Barrier, and 10) I Am Not Successful or as Smart Barrier.

Opposites often attract. People who have a fear of loss and abandonment usually attract those with a fear of being domi-

nated and controlled. Those with lax boundaries find those who have tighter boundaries.

Take one of the above Barriers that resemble you the most. Remember the last time you had an upset. Which one of these barriers do you think were triggered? Once you realize which barrier it is, then you can actually do something about it. Part 1 of two. See next issue for What to do to diffuse a barrier.

### Susan Bradley, RN

[www.isavemarriages.com](http://www.isavemarriages.com) Susan is the founder of LovingU.com and an award-winning author, Susan has been featured in Complete Woman, The Discovery Channel, Cosmo, and appeared on Hard Copy, 48 Hours, CNN and Montel.

## Green Corner—By Deborah Lindsay



### “Greenwashing” isn't for your Business.

It seems the idea of being “green” is on many people's minds these days and it's tempting to align yourself with this image to attract customers. “Greenwashing” is a term used to describe businesses that pose as friends of the environment while still using social and environ-

mentally destructive practices. The origins of the term come from “white washing”, as a way to cover up the truth.

While it may seem easy to use Greenwashing as a way to expand your client base, to differentiate yourself from your competitors, to attract staff, and find potential investors, I highly recommend you avoid falling into this trap. Sooner or later your actions would be revealed, and the consequences for your business would be dire. As you know, Monterey County is a small and well connected community.

These are some important tips to begin a real environmentally friendly campaign in your business.

1. Be transparent with your efforts; ask your clients for input and report on your actions.
2. Be specific with investors; if someone were to follow your money trail, where would it lead? ExxonMobil or the Solar Living Institute?
3. Spend your money on green products; office supplies, building materials, carbon offsets (purchasing “credits” to compensate for greenhouse gas emissions), and investments.

Avoid misleading language when talking of your products; “100% natural ingredients” can include hazardous substances...do the research so you know what you offer and then be sincere with your wording.

Remember going Green is a process, no one expects you to become completely Green overnight... begin an honest inventory of your life, your habits and your business practices to see where you can make small but significant changes. If you need help, call me.

*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](mailto:decal@deborahlindsay.com).*



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## || New Members ||

### **Barbara Holmes, Quickbooks ProAdvisor/Bookkeeper**

[bholmes@mbay.net](mailto:bholmes@mbay.net)

Certified Quickbooks ProAdvisor based in Pacific Grove. I specialize in setting up new, or assisting you with your active, Quickbooks systems. One-time consultations or ongoing support and training. Full charge bookkeeping services also available.

### **Cammie Jones, Velegance Window Treatments**

[cammiemj@att.net](mailto:cammiemj@att.net)

Velegance window treatments bring you style and elegance at a moderate price. It is as easy as picking your treatment, selecting your fabric and measuring your window. You can have custom-looking curtains in no time at all. So let's get started!

### **Tammy LaSal, Sotheby's International Realty**

[Tammylasala@yahoo.com](mailto:Tammylasala@yahoo.com)

I am a dedicated professional and proud mother of 3 beautiful children and wife to a wonderfully supportive husband, looking to build and maintain relationships throughout the com-

munity.

### **Laurie Livingston, Cranky Duck Design**

[email@lalwork.info](mailto:email@lalwork.info)

My portfolio site with examples of web, animation, layout and illustration work.

[www.lalwork.info](http://www.lalwork.info)

### **Lenore Perez, Lenore Perez's Shop**

[lenoreperez1952@yahoo.com](mailto:lenoreperez1952@yahoo.com)

Paintings, jewelry, handmade scarves, objects 'de art, home decor. I am a green business. Most of the time I use recycled items and make them new again. Special jewelry orders are welcome.

### **Susie Shirokow, Intero Real Estate Services**

[sshiro-](mailto:sshiro-kow@interorealestate.com)

[kow@interorealestate.com](mailto:kow@interorealestate.com)

Real Estate Specialist in Residential Home Sales and the creation of Positive Cash Flow Opportunities through Real Estate Investments.

### **Jane Siemonsma, Graphics A La Carte**

[graphics@montereybay.com](mailto:graphics@montereybay.com)

Help clients promote their products and deliver the right message to their customers by creating distinctive and memorable designs in both traditional and new media formats. Our projects combine and define your identity, function, style and value.

### **Carolyn Swanson, Passion Purveyors**

[passionpurveyors@gmail.com](mailto:passionpurveyors@gmail.com)

Passion Purveyors - your local source for compostable foodservice goods. We help you green your foodservice business/event (small or large) with our never ending network of green resources. Our compostable goods make styrofoam & plastic obsolete!

### **Kristina Woodhall, Montellese Family Chiropractic, Inc.**

[kwoodhalldc@yahoo.com](mailto:kwoodhalldc@yahoo.com)

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## || Your 2008 Board of Directors ||

### **Theresa Ream, President**

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### **Denise Kaku, Vice President**

[denisekaku@sbcglobal.net](mailto:denisekaku@sbcglobal.net)  
624-6525

### **Suzanne Frueh, Treasurer**

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625-5982

### **Mary Jeanne Vincent, Secretary**

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### **Jeanette Kern, DDS, Membership**

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### **Lori Silver, Programs**

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### **Natalie Hungerford, Fundraising**

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### **Judy Currier, Publicity**

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### **Sarah Schupbach, Newsletter**

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### **Julie Rumsey, Showcase**

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### **Jean Stallings, Board Advisor**

[jeanstall@comcast.net](mailto:jeanstall@comcast.net)  
657-4194

### **Sandra Collingwood, Ambassadors & New Member Orientation**

[sandracoll@aol.com](mailto:sandracoll@aol.com)  
373-5352

### **Donna Aikins, Networking Lunch**

[donna@commonbond.biz](mailto:donna@commonbond.biz)  
655-5689

**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 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 Tana Marie Misrack at 646-1137 or [tm@passionisland.us](mailto:tm@passionisland.us)



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## ||| Featured Board Member: Natalie Hungerford |||

Natalie Hungerford is a Financial Advisor and an Exclusive Agent with Allstate Insurance in Monterey. She has had 15 years experience in the insurance business with considerable focus on financial planning for retirement. She started her investment & insurance career with Mutual of New York. She later acted as Regional Vice President for Met Life, consulting financial advisors throughout California on life, disability, and long-term health insurance. After Natalie and husband, John, moved from Saratoga to Carmel Valley, she worked as a financial advisor with Edward Jones in Monterey.



Last year Natalie had an opportunity to buy her own business – an Allstate agency in the heart of Monterey ½ block from main post office on Hartnell Street, between Cass and Webster Streets. She and her staff have a full-service agency with a broad array of products and services to offer their clients. Besides auto, home, renters, condo, earthquake, flood and many other insurance products they also provide personal insurance such as life, health with Blue Cross, long-term care, cancer & supplemental hospital benefits. Protection benefits extend to small businesses for commercial & liability insurance as well as retirement plans.

Last year Natalie had an opportunity to buy her own business – an Allstate agency in the heart of Monterey ½ block from main post office on Hartnell Street, between Cass and Webster Streets. She and her staff have a full-service agency with a broad array of products and services to offer their clients. Besides auto, home, renters, condo, earthquake, flood and many other insurance products they also provide personal insurance such as life, health with Blue Cross, long-term care, cancer & supplemental hospital benefits. Protection benefits extend to small businesses for commercial & liability insurance as well as retirement plans.

Natalie has always enjoyed helping her clients define and achieve their financial goals. She frequently offers seminars to educate her clients and the community about various financial products. She will be offering a lunch seminar on retirement plans, IRA, Roth IRA's and SEP IRA's in March – more information to come soon!

Natalie graduated with a degree in psychology from San Jose State. She met her husband while she was a flight attendant working for TWA. They married a year later and have four grown sons. They've been married now for almost 40 years! They both enjoy time with family, skiing, and vacationing.

Natalie has always been a strong advocate of volunteerism, having volunteered in the Bay Area with Stewardess Emeritus Association and Peninsula Children's Center benefiting children with autism as well as being active with Professional Women's Network, Monterey Chamber of Commerce, and with the American Association of University Women.

Call or stop by Natalie's office for a complimentary review of your retirement plan, or to receive a quote on your auto insurance. Or, just stop by to say hello and enjoy a gourmet cup of coffee!

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## CONTENT CASTING CALL!

Do you have a story, a testimonial, a picture, a business accomplishment or milestone, or an article you would like to contribute to the newsletter? I would love to include it, so please don't hesitate to contact me with your suggestions and news!  
Sarah\_schubach@hotmail.com or (831) 760-0028

**Thank You! – Sarah Schubach, Editor**