



Celebrating **25** Years  
1983-2008

# Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 6, June 2008



**Theresa Ream**  
President 2008

### Letter From the President:

June is here and I am happy to say we are really getting to know one another here at PWN. With all the wonderful venues and opportunities provided, you should be seeing results from your networking soon if you have not already seen them! May was full of great gatherings starting with our Monthly Membership Meeting. Thank you to **Audrey Pierson** and **Judy Currier** for their fabulous presentation on selling. It looks like most of you are taking the opportunity to stay the extra fifteen minutes to network after the meeting too. Next, we had an awesome turnout for our PWN Luncheon hosted at Jack's Restaurant at The Portola Plaza. This luncheon creates an opportunity to network over lunch with some members who we might not see at the evening meetings. Then on to our Saturday Workshop with Wendy Brickman on Public Relations, we had the best turnout ever with 24 in attendance. I learned that you should sell the benefits of

your business to your clients not just your features. Then finally, PWN went to the Theater to see Thomas Parks' CHUMS! What fun that was to hang out with our PWN Sisters and their husbands in a social setting. May certainly was a very good networking month at PWN!

June promises to be an action packed month too, so make sure you tune into our PWN TV Radio Show on Tuesday June 3rd at 5pm, on Channel 24 now hosted by **Wendy Brickman**. Wendy has lots of experience in the TV and Radio business and will do an excellent job as our Host. Sadly, Tana Marie will no longer host our show due to travel commitments within her business. Tana Marie, thank you so much for hosting the show. You did a fantastic job!

I will see you all at our June 4<sup>th</sup> meeting when we host **Stella Page** as our speaker, and also here at the Ream offices for our Saturday Workshop on June 14<sup>th</sup> with **Gwen Brooks** of Comcast Spotlight, and then June 19<sup>th</sup> for lunch at **Jacks** and maybe bowling with PWN at Monterey Lanes and bagpipes at Spanish Bay. Wow, we are the most exiting networking group around aren't we?!

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### *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 ||

- June 4th** – 5:45pm, General Membership Meeting. Embassy Suites. "It's Purse-Nal" Presented by Stella Page of Stella Page Designs.
- June 10th** – 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- June 11th** – 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch, "Selling in a Soft Economy" presented by Judy Currier, Membership & Development Director of MPCC. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- June 14th** – 9:00am-11:30am, Saturday Workshop, 567 Ortiz Avenue, Sand City. \$10 PWN members/\$15 non-members. RSVP to Sarah Schupbach: 760-0028.
- June 19th** – 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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**THANK YOU!**

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

**May:**

**Natalie Hungerford, Allstate Insurance**

**June:**

**Leslie Bruhn, CPA & Teki Hegwood, Hegwood Medical Group**

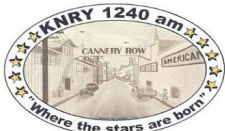
**July:**

**Dr. Radhika Mohandas**

.....  
**Many Thanks to our Star Sponsors!**  
*You make our magic possible!*



EMBASSY SUITES  
HOTELS\*



|| **Coming at the Next Meeting** ||



On June 4th, we welcome **Stella Page**, owner of **Stella Page Designs** and noted handbag designer to the rich and famous, to PWN to present “It’s Purse-nal”. Stella will inspire attendees with stories about growing her business into a national, then international sales organization! This will

be an exciting meeting for all! The food this month is generously co-sponsored by Leslie Bruhn, CPA and Dr. Teki Hegwood of the Hegwood Medical Group. There will also be showcases, introductions, and more. Finally, Natalie Hungerford will be presenting another fabulous raffle. Be sure to get your tickets!

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|| **Past Meeting Recap** ||

May’s meeting featured **Audrey Pierson** of Secure Your Success, Inc and **Judy Currier**, of the Monterey Peninsula Chamber of Commerce speaking to a gathering of 88 PWN members and guests. There was excitement in the packed room as these two fabulously energetic women spoke about their experiences and perspectives on the sales process. Judy shared her four steps for the sales process: 1) Opening—Set the tone and agenda for the meeting, 2) Probing—Find out their needs, wants, and circumstances, 3) Supporting—Explain how your product/service will benefit them, and 4) Closing—Agree on appropriate next steps for working together. Judy said that every need has a circumstance behind it—your job as the salesperson is to identify that circumstance and to align the prospect with the appropriate product or service. Audrey shared her philosophy on always putting the customer first and continually nurturing that relationship. She reminded us that it takes 5 to 7 touches with someone to make the sale, so don’t get discouraged if it takes longer than you initially hope.

And finally, to know who you’re



talking to so your message gets to the right person.

It was an overall great meeting headlined by two women with a wealth of knowledge. Well done!

We also had several wonderful prizes for our raffle. Thank you to **Natalie Hungerford**, Showcase Chair for putting it all together, and also to everyone that donated gifts to make it a success!



**Special Thanks To Our Raffle Sponsors:**

- Denise Kaku** (Kaku Consulting)
- Patricia Major** (Time Wise Consulting)
- Candy Hough** (Angel Healing House)
- Kelly Olsen** (Bella Donna Nail Studio & Boutique)





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**U.S. News** & WORLD REPORT  
**Congratulations!**

Mary Jeanne Vincent of **WorkWise** was recently quoted in a May 6th **US News & World Report** article titled "[Jim Halpert and the First-Job Trap](#)". The US News author contacted Mary Jeanne after finding an article of Mary Jeanne's on Lexis Nexis, an online database of business, legal, and news articles and publications.

By writing and publishing articles, **Mary Jeanne** has spread her expertise beyond the local community onto the national stage. Well done Mary Jeanne!!

## Testimonials

**For: Kelly Olsen, Bella Donna Nail Studio & Boutique**  
**From: Sherri Coffelt, Energia Body Centre**  
Kelly's manicure service is terrific. She is so caring and thorough, and the manicure I had lasted longer than I've ever experienced! And her new studio is darling!

**For: Nanette O'Meara, Isogenix**  
**From: Lori Silver, Attorney at Law**  
My teenage daughter is loving the Isogenix shakes in the morning to get her jump-started for the day. She says they taste great, and fill her up. From a mom's perspective - it is wonderful knowing that she got some good nourishment and is ready to start the day on the right foot.

**For: Joann Reiter, Inside Shading**  
**From: Sarah Schupbach, Disaster Kleenup Specialists**  
I was visiting **Kelly Olsen's** Bella Donna Nail Studio, and was excited to see her display of so many fellow PWN member's cards and products. I bought two beautiful greetings cards with stunning photographs of flowers taken by **Joann Reiter**. What a great collaboration!

**For: Candy Hough, Angel Healing House**  
**From: Catheryn Bachman, Creative Pathways**  
I recently received an hour and a half grounding and healing session with Candy. She is what I consider a master healer. I have been in the healing arts world for 30 plus years, sharing my work and receiving from others. Candy is very insightful and accurate intuitively. What a gift I received.

**For: Dr. Jeanette Kern, DDS**  
**From: Ann Appel, Appel Insurance Agency**  
Dr. Kern and her staff are great. They made me feel comfortable and at ease. I would highly recommend her services!

**For: Ixchel Leigh, inSpiriTrix**  
**From: Marilyn Wheeler, Healthy Way**  
I've had intuitive readings from **Ixchel Leigh** in the past and have also taken friends and family to her. She is not only profound, but very accurate and very helpful. I always leave feeling I have clarity in regards to decisions or changes.

**For: Roxanne Noble, Mary Kay Cosmetics**  
**From: Jo Ann Reiter, Insider Shading**  
Also, I purchased some Mary Kay Cosmetics from Roxanne Noble and the products are wonderful and she is too!

**For: Karen Sonne, Carmel Pine Cone**  
**From: Sandra Collingwood, Collingwood Carpet Care**  
Karen blew my socks off with her help in placing a last minute ad in a special "Green" section of a recent **Pine Cone**. I lost an anklet nylon running into her office one hour before the deadline, and

she graciously and calmly pulled both the ad and me together in minutes. She is delightful to work with, and it was wonderful to receive a PWN discount.

**For: Cheryl Beller, All About Business**  
**From: Jean Stallings, Parliamentarian**  
Thanks to Cheryl Beller for her wonderful support in introducing me to her Melaleuca products of vitamins, soaps, nutritional supplements and cosmetics. She was very helpful with each of my orders to insure that I got the exact products that I wanted.

**For: Leslie Bruhn, Women's Wealth Group**  
**From: Audrey Pierson, Secure Your Success, Inc.**  
Attending Leslie's class was a life-altering experience! I learned how to get a handle on my "inner speak" about money and when to recognize that I'm doing it. We touched on so many different topics and my personal growth was extraordinary! It is so easy to learn from Leslie and I strongly recommend this program to everyone.

**For: Theresa Ream, Ream Construction**  
**From: Jeanette Kern, DDS**  
Theresa and her crew at Ream Construction: We are extremely happy with the professional service we have received from her company. On time estimates, efficient and professional, great follow up, excellent work—we have been impressed and would highly recommend them to anyone who needs construction/repairs around their home or office.

**For: Donna Aikins, Common Bond**  
**From: Ann Love McPherson, Love Realty**  
I have been working with **Donna Aikins** to create new business cards for Love Realty and other related materials over the past few months. Donna is a wonderful team partner, she patiently guides the process and is very supportive in the many considerations required for a new business. We are very happy with the results and truly appreciate Donna's talents.

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**“I am more and more convinced that our happiness or our unhappiness depends far more on the way we meet the events of life than on the nature of those events themselves.”**

*Karl Wilhelm von Humboldt, German philosopher & diplomat*

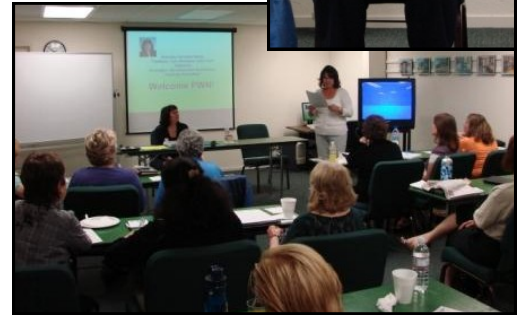
## || Saturday Workshop with Wendy Brickman ||

What a fantastic workshop we had on May 17th! Wendy Brickman spoke to a packed house in Ream Construction’s conference room for two fast hours. Eager ears listened to the publicity master share her insight on gaining the most exposure for your company through various outlets and activities. She also showed training videos from many years ago that still contained relevant marketing tips. Even though the media landscape has changed wildly through the years, the key to an effective message has stayed the same.

Wendy had attendees write down the five best features of their business. And then had a partner in turn respond by what those features did to benefit them as a customer. This was a great exercise to really understand the difference between promoting and selling your features versus benefits. Benefits are more important to convey in promotional activities than features.

Two useful websites Wendy suggested we all check out are [www.hassleme.co.uk](http://www.hassleme.co.uk) (get friendly reminders to do the things you know you should) and [www.asknow.org](http://www.asknow.org) (get credible information on just about any topic from actual librarians).

Next month, we’ll feature another marketing-oriented workshop, this time presented by **Gwen Brooks** of Comcast Spotlight. Gwen has many years of experience in the marketing field, and will no doubt bring a wealth of great information and tips for attendees. For more information, contact **Sarah Schupbach** at [sarah\\_schupbach@hotmail.com](mailto:sarah_schupbach@hotmail.com) or call (831) 760-0028.



## || Networking Tips by Patricia Major ||

### Networking Tips from an Unlikely Source

A few great networking observations came to me the other day from an unlikely source: a long-time friend who belongs to the recovery group of Alcoholics Anonymous. I’ll call her Jane, because of course, she wishes to remain anonymous!

As she explained it, the networking methods of that group are a matter of life and death, which made me perk up and pay attention. If it’s that important, I wanted to learn whatever she could teach me. “I’ve been surprised at the little actions that have mattered so much,” Jane said. “Just last week, a woman came up to me who has regained her health and her reputation after being in recovery for almost a year. When I asked her what had helped her the most, she didn’t hesitate: she had been greeted by someone who took the time to ask her what her name was, and she felt welcome enough to stay and participate.”

“One thing I learned very early was to be inclusive,” she said. “And,” she continued, “someone taught me to be sure to include people I didn’t know whenever we were gathered during a break. It’s so tempting to focus on catching up on the latest news from old friends and the people we’re comfortable with,” she said brightly. “But if you want the new people to stick around, it really helps to reach out and say hello, or at least pull them into the circle of whatever conversation you’re having, even if they end up just listening for a while.”

I’ve resolved to take at least one new person each meeting under my wing, or at least to go up to whomever looks lost and introduce myself. It might feel a bit awkward, but as they say, “what goes around comes around.” At the very least, it’s probably good karma, and I need all the help I can get! Besides, you never know – that new person could turn out to be another good friend or the best referral source I’ve ever had.



*From Patricia Major, a PWN member who has recently turned the spotlight back to her website business, Small World Web Svcs: Easy-to-order websites that are great for your business. Visit her website at [www.smallworldweb.com](http://www.smallworldweb.com).*



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## || The Green Corner By Deborah Lindsay ||

Yikes! Is it possible that we could see even higher prices at the gas pump? Unfortunately, yes. So how do we stretch our gas dollars and see not only savings in our check books, but lower carbon emissions as well? It's easy... we get SMART!

SMART is an acronym I've developed with help from David Gershon's book, "Low Carbon Diet: A 30 Day Program to Lose 5000 Pounds", available through the Empowerment Institute. I've also drawn from The Better World Club, an alternative auto club, [www.betterworldclub.com](http://www.betterworldclub.com), in an effort to make your summer driving fun and affordable.

**S for Slow Down!** Even though it's hard to do, drive 55mph. Save up to 30% of your fuel costs by sticking to 55 mph, rather than 75mph or higher! There are bumper stickers that say, "I drive 55 to help the planet" - pick one up to offset the disgruntled drivers behind you.

**M for Maintain.** Maintain your car in tip top shape to maximize performance. Inflate the tires to the proper level, replace oil filters, fix leaks, etc. Also, save gas by using cruise control when possible.

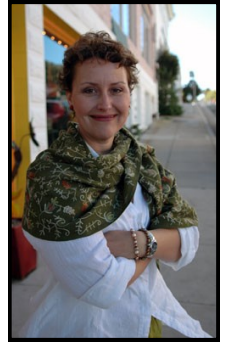
**A for Anticipate.** Think about what's ahead! Aggressive driving wastes gas and just isn't safe. Save up to 33% of your fuel bill by taking the lead out of your shoe.

**R for Route.** Plan your route to combine errands. Your engine is overall more efficient when it's warm than starting it cold every time. Plus you'll use less gas than several separate trips.

**T for Turn Off!** Idling wastes fuel, so turn off your engine when you stop for more than a minute. Think of it this way, idling gets **zero**, yes **zero** miles per gallon.

According to the Low Carbon Diet, if you can become a SMART driver you can "save 55 gallons of gasoline a year" and at \$4+ a gallon, that's big savings. And for every gallon you save, it's at least 21 pounds of CO2 not emitted. It just makes good sense all around!

Deborah Lindsay is an environmental broadcast journalist and talk radio host of Tomorrow Matters - "Giving a Voice to a Better Tomorrow", which airs weekdays from 2 to 3 pm on KRXA 540 AM. Visit, [www.deborahlindsay.com](http://www.deborahlindsay.com). Also see her on YouTube [www.youtube.com/watch?v=JmyRCKpy5mw](http://www.youtube.com/watch?v=JmyRCKpy5mw)



## || Green Your Floors! By Alex Ortiz ||

There are so many things we can do each day to green-ify our lives. And when it comes to your home, there are just as many products you can incorporate to minimize your carbon footprint. When it comes to flooring, one of the best green products available is cork. It has been gaining in popularity in recent years, for a lot of good reasons! In our homes, cork floors create a warm, comfortable, resilient surface that is gentle underfoot, and is also anti-microbial. Cork is a pure material, it doesn't outgas or shed microfibers, and it doesn't store mites and particulates.

From harvest to production to installation, cork is environmentally sustainable, non-toxic, and healthy. Cork is a truly sustainable "green-building" material. Trees are grown and the bark is harvested in the centuries old tradition without harming either the trees or their habitat. Bark is initially sent to a factory to create stoppers for wine bottles. Cork flooring is then created from post-industrial by-product of the bottle-stopper industry. This 'waste' material is ground up and then formed into sheets using minimal amounts of adhesive to bind the particles together under high pressure.

You might be surprised at the incredible versatility that cork flooring has. If you would like to see the some of the

myriad possibilities, come by our showroom and take a look! (831) 583-9124 or [alex@floorstoreusa.com](mailto:alex@floorstoreusa.com)



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- Featured in NewBeauty Magazine
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Dr. Jeanette Kern



Examples of Cork Flooring



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“Unless someone  
like you cares a  
whole awful lot,  
nothing is going to  
get better. It’s  
not.”

*Dr. Seuss*



#### Green Tip of the Month:

Consider using electronic invoices instead of paper. You can create your invoices as a PDF file and email them to your customers.

—Deborah Lindsey,  
Green event &  
lifestyle consultant



## || New Members ||

**June Sayer—Centaurus Financial Inc.**  
szimmer2@comcast.net  
622-9073

We are a fee based full financial services company. Providing investment, tax, insurance, retirement, estate planning advice. We are independent of any company restraints and do not sell proprietary products.

**Carmel Jud—Rising International**  
carmel@risinginternational.org  
335-2686

Rising International is the first non-profit in the world to use the home party business model to help put an end to poverty.

**Erie Patterson—Rosie Future**  
rosiefuture@myarbonne.com  
776-2151

I am an independent consultant for Arbonne

International. I share our awesome Swiss formulated health and wellness products w/ people I meet. I am also a certified personal fitness trainer, specializing in t-tapp.

## || Dr. Kern Believes in Cause Marketing ||

Have you ever considered cause marketing in your promotional efforts for your business? Cause marketing involves the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. Dr. Jeanette Kern understands the mutual benefit of cause marketing and has incorporated it into her marketing plan for many years. Cause marketing can be as simple as sponsoring a non-profit event and in return getting recognition as a sponsor—but it can also have a much more far-reaching impact when the involvement is greater. For instance, Dr. Kern involved all of her employees in the *American Heart Association Go Red* campaign because she felt strongly that as a healthcare provider she and her team should take an active role in educating women about heart health and how our symptoms and treatments differ from those of men.

Promoting charitable causes to your customers strengthens the ties between your business and the community. Dr. Kern wants her patients to know that they are part of a compassionate and dedicated practice, and views these giving activities as a win-win for everyone, and she's right.

Among the findings of the Cone Corporate Citizenship Study:

- Americans maintain high expectations of corporate citizenship. 80% have a more positive image of companies that support a cause they care about.
- Cause branding positively influences decisions. Americans will consider companies' support of social issues when making community, employment, purchasing and investment choices.
- Cause branding reinforces relationships with consumers. Nearly two-thirds of Americans say they would likely switch brands or retailers to one associated with a good cause.
- Cause branding strengthens employee morale. 87% of employees at organizations with a cause marketing program feel a strong sense of loyalty to their company as opposed to 67% of those at companies that do not support causes.

By partnering with a nonprofit a business, small business owners offer customers more than just their product or service. Stay on the lookout for charities and events that compliment your product or service and see if there's a way to get your company involved, by donating time, money, or both. You might be surprised at the benefits you'll receive!





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**Professional Women's  
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Monterey Peninsula**

PO Box 1489  
Seaside, CA 93955

[www.pwnmonterey.org](http://www.pwnmonterey.org)



## ||| Featured Board Member: Wendy Brickman |||

**What do you see as your role in the Publicity Chair position?** To maximize the visibility of the organization in the media and within the community. To help to increase the membership in creative ways.

**What are your goals as a PWN Board member this year?** To significantly increase membership, & attract employees from larger local organizations as well as entrepreneurs to PWN, & to obtain more media coverage about PWN.

**Tell us about you and your business!** I moved from Los Angeles to Monterey & established Brickman Marketing in 1990 & have subsequently worked with hundreds of organizations, local and nationally. I represent Del Monte Shopping Center, the Monterey Scottish Games & Celtic Festival, Choice Home Health Care, and many other large and small companies. I also have a specialty in representing authors and video producers. I have an extensive background in the areas of marketing, publicity, advertising and market research. I worked in the management training film area for over seven years, and held management positions in the home video industry for many years at Paramount Home Video, Media Home Entertainment and Pacific Arts Video. I hold an MBA from Loyola Marymount University, an MA in Broadcast Journalism from the University of Southern California and a BA in English from UC Berkeley. I have won three Business Excellence Awards from the Monterey Peninsula Chamber of Commerce, the 1999 Small Business Advocate of the Year from the California Chamber of Commerce, and the prestigious Robert C. Littlefield Award. I am a graduate of Leadership Monterey Peninsula and Leadership Santa Cruz. I have served on numerous Boards of Directors, and currently am active on the PWN Board, Monterey County Workforce Investment Board, and serve as an advisor to the Monterey Celtic Arts Academy.

**Anything else you want PWN members to know?** I am passionate about marketing and publicity and I love to help make people's business dreams come true. Also, PWN members should be aware that learning how to play a musical instrument is a great way to ward off Alzheimer's ...so if they want to join me in learning how to play the bagpipe, I'd ecstatically welcome them! I like walking in beautiful locations, playing Frisbee, bowling, ping pong, traveling, music, movies, and reading, going to museums, hanging out with friends and listening to talented bagpipe performers. I also love attending concerts which I've done with my husband for over 30 years. My husband and I saw the U2 3D IMAX film three times together, and I just enjoyed seven Mike Beck concerts in April.



Wendy winning the  
MPCC 2007 Business  
Excellence Award

## ||| Your 2008 Board of Directors |||

**Theresa Ream, President**  
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402-1130

**Denise Kaku, Vice President**  
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624-6525

**Suzanne Frueh, Treasurer**  
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**Mary Jeanne Vincent, Secretary**  
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**Jeanette Kern, DDS, Membership**  
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375-3030

**Natalie Hungerford, Fundraising**  
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**Jean Stallings, Board Advisor**  
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**Sandra Collingwood, Ambassadors &  
New Member Orientation**  
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373-5352

**Donna Aikins, Networking Lunch**  
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 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](mailto:brickman@redshift.com)