



Celebrating **25** Years  
1983-2008

# Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 3, March 2008



**Theresa Ream**  
President 2008

**Letter From the President:**

Wow! Can you feel it? There's excitement in the air with so many great things happening right now within PWN.

Our first two meetings of the year brought us great attendance and entertaining speakers. The new room set up proved to work well for networking and member introductions.

Our first Saturday Seminar was a fantastic hit with twenty of us in attendance! Robert Misrack taught an excellent interactive class on networking. I learned how to connect with the person that I am networking with at a far deeper level. What a wonderful debut of the Saturday Seminar series. So far, we have speakers lined up thru September so plan to come learn valuable skills and have fun with your fellow PWN Members!

We will kick off this year's Membership Drive at the March 5<sup>th</sup> meeting with an exciting contest! The member who signs up the most new members between March 5<sup>th</sup> and the Spring Mixer on April 2<sup>nd</sup> will receive a \$200 gift certificate to Chico's clothing store! Your Board has planned an Ice Cream Social theme for our April Membership Mixer so please start on your list of guests that you will invite to this fantastic event.

These are just some of the many networking events available in PWN. Would you like even more networking time? Consider staying an extra 15 minutes directly after the meeting from 7:30 to 7:45 to network with members and guests. It pays to be creative in networking!

Finally, go to our Website to check out the results from December's Survey. The Board and I want you to know that we take what the membership wants very seriously. We have already taken steps to ensure that we meet your requests and wishes. Feel free at any time to talk to me about what you would like to see take place within PWN.

**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

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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** ||

- March 5th** – 5:45pm, General Membership Meeting. Embassy Suites. Free. "5 Ways to Grow Your Business" by Patty Azzarello.
- March 11th** – 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- March 12th** – 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch, Monterey Fairgrounds Turf Club. Free. "What You Need to Know About Reducing Stress in Your Professional and Personal Life!" by Abraham Harvey Kryger, MD, DMD. RSVP to Wendy Brickman, 633-4444.
- March 15th** – 9:00am-11:30am, Saturday Seminar Series, 567 Ortiz Avenue, Sand City. \$10 PWN members, \$15 non-members. Audrey Pierson presents "I'm Not A Salesman: How to Increase Your Sales Without Losing Your Dignity". RSVP to Sarah Schupbach 899-3938 ext 13
- March 20th** – 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 snacks possible.

**February: Terry Ream, Floor Store USA**

**March: Suzanne Frueh, CPA**

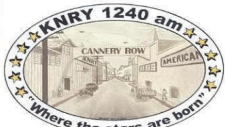


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## || Coming at the Next Meeting ||



Patty Azzarello

Our **Programs Chair, Lori Silver** has been busy putting together an amazing year of speakers for PWN. In March, we will welcome a nationally known outstanding and accomplished businesswoman to share invaluable insight with us. **Patty Azzarello** is CEO of the Palo Alto-based **Azzarello Group**, a unique services organization that works with companies to develop and motivate their top performers, and with individuals to build success in their business and career, based on a systematic leadership approach she created from her personal experience.

Patty was the youngest person to become a general manager at **Hewlett Packard** at age 33. She ran a billion dollar software business at age 35 and became a **CEO** at age 38. Patty has taken her big business experience and applied it to effective programs for small business owners. Now a small business owner herself, she contracted over \$500,000 in revenue in her first year helping business

leaders be more successful.

She will share five key aspects of business growth and success. Your brand, your customers, how you sell, your marketing approach, and the importance of clear and purposeful leadership. You will leave with insights and practical ideas to apply right away. This is truly a meeting not to be missed!

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 ||



**Mary Jeanne Vincent's** presentation on "Falling in Love with Your Dreams" was a great success. The meeting was attended by almost 80 PWN members and guests. Attendees were challenged to state their dreams, discover personal roadblocks to

achieving them, and then get positive feedback from others on making the dream a reality. The exercises during the presentation had attendees get to know each other and their most treasured dreams — a great networking opportunity!

All of the inspiration and fun took place in a room made over into something quite lovely. **Kelly Olsen** of **Bella Donna Nail Salon & Boutique** did a wonderful job decorating the room in the Valentine's spirit.

Due to the rising costs of hosting the meetings at Embassy Suites, several PWN members and affiliates have come forward to sponsor the meeting snacks by donating \$100 to PWN. For the February meeting, Terry Ream of Floor Store

USA was our sponsor, and in March, **Suzanne Frueh, CPA** will be the sponsor. If you would like to sponsor the snacks at a meeting, please contact the president, **Theresa Ream**.

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

### Special Thanks To:

- Ronda Reinke** (VIBE Alive)
- Catherine Bachman** (Creative Pathways)
- Doris Beckman** (Avon)
- Marjorie Keating** (Energizing Solutions)
- Kelly Olsen** (Bella Donna Nail Salon & Boutique)
- Mary Jeanne Vincent** (WorkWise)
- Natalie Hungerford** (Allstate)
- Patricia Major** (TimeWise)
- Jean Stallings** (Professional Registered Parliamentarian)
- Deborah Lindsay** (Tomorrow Matters)
- Denise Kaku** (Kaku Consulting)



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*Elizabeth Arden*

**Spread the News!**  
**Send your Testimonials To Editor Sarah Schupbach**  
[Sarah\\_Schupbach@hotmail.com](mailto:Sarah_Schupbach@hotmail.com)

## Testimonials

**For: Mary Jeanne Vincent, WorkWise**

**From: Theresa Ream, Ream Construction**

I thoroughly enjoyed **Mary Jeanne's** interactive presentation on “Fall in Love with Your Dreams” at our February Meeting. In my busy schedule I don't get much time to think ahead about my dreams. It was an eye opener to see what a simple process it was to go ahead and do that. Now thanks to Mary Jeanne I think about my goals and dreams daily. I have even started getting up an hour earlier each day with enthusiasm to work toward them. I can wholeheartedly say this presentation had a life changing effect on me!

**For: Dr. Jeanette Kern, DDS**

**From: Cathy Montante, Collezione Fortuna**

After having a dental emergency over the weekend I couldn't find a dentist to consult! **Dr. Kern** was able to get me a referral to an Oral Surgeon and was able to get an appointment immediately which would have taken weeks without her referral. Thank you!

**For: Tina Zmak, Zmak Creative**

**From: Mary Jeanne Vincent, WorkWise**

**Tina Zmak** wrote a press release announcing my new Executive Networking Roundtable – and it was published recently in the Monterey Herald. Tina does a great job, is easy to work with, and gets results!

**For: Vicki Lynch, Eclectic Embroidery**

**From: MarthaElin Mountain, Psychotherapy**

She recently took time during her busy work day to help me troubleshoot a technical computer difficulty with the online PWN Directory. We had to deal with this glitch during 4 different phone calls. Each and every time, Victoria was gracious and eager to assist me. While her embroidery machines were busily whirring in the background, she was clicking away on her keyboard to solve the problem. I now have a working listing in the Directory–thanks to Vicki!

**For: Leslie Bruhn, Women's Wealth Group**

**From: Mary Jeanne Vincent, WorkWise**

I participated in **Leslie Bruhn's** first group which has since morphed into the Cha Ching Chicks. The practices we focused on during the sessions have impacted my business, financial, and personal approach to wealth building.

**For: Sarah Schupbach, Disaster Kleenup Specialists**

**From: Jean Stallings, Professional Registered Parliamentarian**

Kudos to **Sarah Schupbach** for producing such an interesting and informative newsletter. It was fun to “read all about it.”

**For: Doris Beckman, Avon**

**From: Mary Potter, Pacific Grove Travel**

Doris brings the store to me, at home or at work, and lets me know when she has an item of interest to me. She has a nice Avon office in her home, too, which is easily found on the corner of one of Marina's major streets. I'm always amazed at the many Avon products available in every catalog. I haven't shopped for Avon online yet, but it's nice to know that I can do that at any time and still have Doris deliver my purchases.

**For: Ann Appel, Farmers Insurance**

**From: Theresa Ream, Ream Construction**

I recently switched my homeowners insurance on my home and rentals to **Ann Appel's** Farmer's Insurance agency. To sum it up: Great Service! Ann returned emails right away, got me better prices and upgraded my contents coverage in case of a loss. She even delivered paperwork to my office in person.

**For: Vicki Lynch, Sarah Schupbach, Jean Stallings, and Patricia Major**

**From: Dr. Jeanette Kern**

Special Thanks to Vicki Lynch, Sarah Schupbach, Jean Stallings, and Patricia Major for compiling, transferring the database, retyping a different format, and proofreading the materials for our new Directory. It is currently at the printers and I sincerely appreciated all the help these women gave for this project.

**For: Cathy Montante, Collezione Fortuna**

**From: Doris Beckman, Avon**

I took advantage of the denim jacket sale at **Collezione Fortuna**. The jacket is so soft and comfortable and I got so many compliments when I wore it, I wish I could live in it. Cathy's shop is full of wonderful treasures, so don't miss out on this sale!

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**2 Quick Facts:  
Women in Business**

- The current amount of wealth controlled by women is \$14 trillion.
- Today women earn more than half of all bachelor's degrees compared to 43% in 1970.

Information from the Business and Professional Women's Foundation ([www.bpwusa.org](http://www.bpwusa.org))



**"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful"**

Jeff Bezos,  
Amazon.com founder

**|| Saturday Seminars Launch with Robert Mistrack ||**

The first Saturday Seminar, held on February 16th, was a great success. **Robert Mistrack's** presentation on "Insider Secrets to Successful Networking" was enjoyed by over 20 attendees. During the seminar, Robert had the group interacting with each other, putting principles into action, and getting to know fellow attendees. No matter what one's level of networking



expertise was prior to the seminar, by the time the two and a half hour seminar concluded, everyone walked out with something new learned.

The next Saturday Seminar, to be held on March 15th, will feature **Audrey Pierson** as she presents, "I'm Not a Salesman! - Strategies to Increase Your Business Without Losing Your Dignity." If you would like to attend this workshop, contact Sarah Schupbach at (831) 760-0028 or email her at [sarah\\_schupbach@hotmail.com](mailto:sarah_schupbach@hotmail.com) to reserve your spot. The cost is \$10 for PWN members and \$15 for non-members. We hope you'll join us!



**|| Marketing Wisdom by Wendy Brickman ||**



Wendy Brickman

As we face possible rough economic times ahead, now more than ever, it's really important to try to buy the products and services from one another in PWN! Be sure to take the time to regularly go through your rolodex and contact lists. Isn't there someone you know who would enjoy the great benefits of meeting interesting, motivated women if they join PWN?

Also, think about who you have done business with...both personally and professionally? By recruiting and meeting new members, and referring them to our fellow PWN members, it'll make us an even more powerful and successful network!

Another way to build PWN, as well as your business, is to think about potential collaborations. How do you determine the best "collaborators" to help boost your sales? It all depends upon your product or service. Who does it benefit? Who are your target markets? Write them down.

In PWN, we're all about generating local business. Locals should buy from one another to maintain a healthy local economy. Think about who else, for example, pursues the same target markets as you? What kind of company do they have? Does their product complement your own product or service?

Think about fun things you can do to market your business. Read the book, "Up Against the Wal-Marts" by Don Taylor and Jeanne Smalling Archer, for some innovative ideas you can adapt to your own business.

The more that we support PWN and each other through referrals, recruiting new members, and collaborations, the more that we will reap the benefits in our own businesses!

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).

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## Secure Your Success by Audrey Pierson

### Testimonials – The BEST Free Advertising You Can Ask For

One of the most powerful ways to market your business is the use of customer testimonials in your advertising and written material. At PWN we have twice the opportunity to promote our businesses because **issuing** testimonials garners us as much copy as **receiving** them.

Testimonials are a form of “social proof”. When we’re unsure about a decision, we look to others to see what they chose. We are all influenced to some degree by others’ opinions. Testimonials from your satisfied clients influence your prospect to believe they are **making a choice others have made before with good results.**

Don’t be afraid to ask your clients to write a testimonial about your service. A few lines are all you need. You may provide your clients with points to consider in writing their testimonial, for example, what success did they achieve working with you? What benefits did they obtain? Why would they recommend you to others? The responses to these questions – provided they are positive - are powerful persuasion and the act of writing a testimonial can actually encourage your customer’s loyalty by reinforcing their belief that they made a wise decision in choosing you.

Use your testimonials liberally! Include them in brochures, flyers, e-mail blasts or whenever you are attempting to influence a decision maker to buy from you. So, what’s stopping **you**? Go get your customer testimonials now and make sure you **leave** testimonials on the PWN website for all the great services you’ve received!

*\*excerpted from Audrey Pierson’s Special Report on testimonials. The full report is available for \$9.95 from Secure Your Success Consulting by contacting [audrey@pierson.com](mailto:audrey@pierson.com). Audrey is the owner of Secure Your Success Consulting and a longtime PWN member.*



## How Big is Your Footprint?—By Deborah Lindsay



Have you ever left a print in snow? Or looked behind you to the sand on the beach and seen where you’ve just walked? It confirms your presence; you were there, you left your mark. In the world of going green, footprints play a huge role, as well.

Going green is the concept of reducing your “Ecological Footprint”, or living in a way that reduces the amount of natural resources

needed to support your life or business. It doesn’t mean living unproductively or uncomfortably, but just reducing the amount of extraneous stuff, trimming the fat, as it were. Which is always a good idea!

On average in America, the eco-footprint size is 24 biologically productive acres. This includes the land, the water, the air, the minerals, the trees, the animals; all the resources that would naturally exist on 24 acres of land. To give some perspective, the worldwide footprint is about 4.5 acres.

I interviewed **Sandra Collingwood**, from **Collingwood Carpet Care** and we calculated her Eco-footprint, by visiting [www.earthday.net/footprint](http://www.earthday.net/footprint) website and tak-

ing the footprint quiz.

She answered truthfully and we found that her footprint is about 12 acres. Much better than the national average... way to go Sandra!

Her business practices support a smaller footprint in that she uses a carpet cleaning process that is water free, toxin free and has low transportation needs. There’s no polluted water entering into the sewer system, no toxins to mitigate and only minimal carbon emissions from her business vehicle. She’s still cleaning carpets, still doing what she loves and what supports herself and her family—she’s just reducing the amount of resources needed to do the job.

I suggest you go to the above listed site and take the Footprint Quiz to see how many acres are required to support your life, and then look around and see if there are ways to trim off some of the eco-fat. There are many books and lots of professionals in the area who can help you with the process, including myself. If you get stuck, call me... because you want to leave your mark on the world; you want it to reflect your shining contribution to the future.

*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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### Earth in Your Hands: The Green Tip of the Month

Say 'no' to getting gas station or ATM receipts. It will prevent paper waste and also help protect your identity!

—  
From:  
**Carolyn Swanson,  
Passion Purveyors**



## \*\*\*\*\* WIN \$200... It's the Annual Membership Drive! \*\*\*\*\*

The PWN member that brings in the most new members by the April 2, 2008 Membership Mixer meeting at Embassy Suites will win a \$200 gift certificate to Chico's!

Be part of the 2008 PWN Membership Drive, by inviting the professional women you know to join PWN!  
Don't miss out on this great opportunity to build your business by building PWN. Especially with the chance to win \$200!!

### || New Members ||

**Renate Hambrook, Hambrook's LTD Auction Center**

[hambrooks@hambrooks-auction.com](mailto:hambrooks@hambrooks-auction.com)

Founded in 1990, Hambrook's Auction Center is a full service auction facility, with over 16,000 square feet of display area, offering a premium venue for buying and selling quality estates, art, and collectables.

**Haley Mann, Haley Mann DDS**

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

**Candy Hough, Angel Healing House**

[candy@angelhealinghouse.com](mailto:candy@angelhealinghouse.com)

Candy helps others to fashion a beautiful life for themselves and heal from within. Recapturing their self-love, peace, direc-

tion and joy, her clients rediscover how wonderful their precious lives can truly be. Testimonial - "You are a life saver".

**Kitty Melica, Monterey Salinas Transit**

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

**Joyce Newell, Pinnacle Business Services**

[jnewell@sbcglobal.net](mailto:jnewell@sbcglobal.net)

Pinnacle Business Services has been offering complete payroll and tax services since 1991. We are locally owned but provide services nationwide to over 550 clients who receive a high level of personal service while enjoying competitive rates.

**Hedy Wainscoat, Nu Skin Enterprises**

[hedy\\_wainscoat@csumb.edu](mailto:hedy_wainscoat@csumb.edu)

### || The Membership Report ||

The printed **PWN Membership Directories** are now available and will be distributed starting at the March meeting. Be sure that your membership dues are current so you can get your copy. Check with Membership Chair Dr. Jeanette Kern if you are unsure of your membership dues status.

Dr. Kern will also be tracking all new member sign ups from now until the April meeting in order to determine the lucky winner of the **2008 Membership Drive** grand prize of a **\$200 gift certificate**. Start going through your contact list now to see who you can invite to become part of Monterey's premier women's network!



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## || Featured Board Member: Mary Jeanne Vincent ||

Mary Jeanne Vincent, M.S. is a professional career coach. Through her company WorkWise, she helps people reframe their background, skills, and experience and make smart job and career choices. Her ability to help people see possibilities and create a practical action plan ensures that people find the work they love and love the work they do. She offers one-on-one coaching, workshops, tele-classes, and career tools.

Her recent presentation, *Fall in Love with Your Dreams*, inspired her to develop **Renew, Enrich, and Revitalize Your Work**, a group for busy, high functioning professionals whose spirits are lagging due to long hours, too little support, and an environment that lends itself to isolation; for more information visit [www.2bworkwise.com](http://www.2bworkwise.com) or call 831-657-9151.

Mary Jeanne is the author of *Uncovering Your Passion* tip cards, 50 tips for finding the work you love and loving the work you do, *Acing the Interview* tip cards, scripting ideas for the top 20 killer interview questions, and *Nailing It! The WorkWise™ Guide to a Successful Job Search*.

She is also the author of several Special Reports including *Beyond the Resume: 12 Out-of-the-Box Strategies for Landing Your Dream Job* and *Settle for More: Negotiating Knock-Your-Socks-Off Offers, Raises, and Promotions*. Her column, **Career Talk**, appears every other Tuesday in the business section of the Monterey County Herald.

Mary Jeanne earned her Masters degree in Human Resources Management Development from Chapman University. In addition to the Professional Women's Network, she is a member of the National Career Development Association and Career Management Alliance. WorkWise is located at 1010 Cass Street, Suite B-5 in Monterey.

Mary Jeanne is a past President of PWN and decided to serve as Secretary on this year's Board because she strongly believes in the positive power of PWN and wanted to get better acquainted with the fabulous women on this year's Board.



## || 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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625-5982

**Mary Jeanne Vincent, Secretary**

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