



Celebrating **25** Years
1983-2008

Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 5, May 2008



Theresa Ream
President 2008

Letter From the President:

What a phenomenal group you are! Our Spring Mixer was a huge success with our Membership Drive netting 28 new members in 30 days. Most of those were due to Wendy Brickman diligently signing up great businesses to join our organization. Wendy is also sporting some new outfits from Chico's as our winner of the \$200 gift certificates for signing up the most new members. Do you know we now have 243 Members? That is a huge accomplishment! That is 243 businesses in which to network with and receive that much-needed new client growth.

One of the best parts of the meeting was being able to support our local students. I am pleased to announce that PWN presented MPC's Women Supporting Women with a check for \$1,000 – it was so inspiring to hear how this program has helped in the life of one of the recipients.

I am now in the process of starting to plan for our Woman of the Year event. Each of you should be striving to be her! This is the criteria for being the Woman of the Year:

1. She has been a current dues-paying member for at least one year.
2. She has accomplished something outstanding that reflects the ideals and goals of PWN.
3. She exemplifies the professional woman.

So go and do your best to become the next Woman of the Year!

I am so happy to be your President and serve this dynamic organization. My door is always open so please stop by or call anytime. I look forward to seeing you at our next meeting on May 7th with two great speakers- Audrey Pier-son and Judy Currier. See you there!

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

Inside this issue:

Meetings Past & Present	2
Testimonials	3
Green Corner & Marketing Wisdom	4
In Memory of Donna Briley	5
Workshop Recap & New Members	6
Featured Board Member & Board of Directors List	7

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 ||

- May 6th**— 5:00-6:00pm, Your Town TV/Radio Program hosted by Tana Marie Misrack. Broadcasting on Channel 24, KNRY 1240AM, & www.ampmedia.org
- May 7th** — 5:45pm, General Membership Meeting. Embassy Suites.
- May 13th** — 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- May 14th** — 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch, "Business Law Basics" presented by Kristin M. DeMaria, Attorney at Law of the Terry M. Mallery Professional Law Corporation. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- May 15th** — 11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Plaza, Monterey. RSVP to Donna Aikins, 655-5689.
- May 17th** — 9:30am-11:30am, Saturday Workshop, 567 Ortiz Avenue, Sand City. Wendy Brickman. \$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

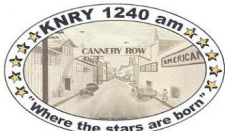
May:
Natalie Hungerford, Allstate Insurance

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

.....
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|| It's Happening in May! ||

The first week of May should be a great time for PWN. First up is [Tana Marie Misrack](#), who will be hosting the TV/Radio show, Your Town on Amp Media Channel 24 that is simulcast on KNRY 1240AM. This month, Tana Marie will be interviewing Renati Mannan, Julie Cavassa, and Wendy Brickman. Be sure to tune in on Tuesday May 6th from 5-6pm.



Then on Wednesday May 7th, it's the monthly membership meeting at Embassy Suites at 5:45pm. Come listen to two amaz-

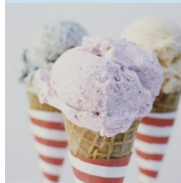


Judy Currier Audrey Pierson

ing women who have sold millions of dollars of products and loved every second of it! **Audrey Pierson** of Secure Your Success, Inc. and **Judy Currier** of the Monterey Peninsula Chamber of Commerce will join forces to show us improved sales techniques and how to enjoy selling. If selling is an art, then these women are Picasso and Monet. In other words, don't miss this opportunity to hear from masters of their craft. Your business can't afford to have you miss this meeting!

Lastly, help support PWN by purchasing raffle tickets from [Natalie Hungerford!](#)

|| Past Meeting Recap ||



Spring is here, and PWN is blossoming! The Membership Drive and Spring Mixer were two enormously successful events.

The Ice Cream Social theme fit perfectly with the positive energy of the almost 80 members and guests in attendance. The meeting started off with a presentation of a \$1,000 scholarship to MPC's **Women Supporting Women.**

Next up was the mixer activity in which members circulated through the room and got to know a personal life experience from each person. The activity was enjoyed by all as it was a unique opportunity to learn something unexpected. The top three winners of the activity received \$25 in PWN Dollars to use towards the product or service of any PWN member.

Publicity Chair **Wendy Brickman** was the hands down winner of the Membership Drive as she

brought in 12 new members! Way to go Wendy! She was the happy recipient of the Chico's \$200 gift card.

All in all, the Spring Mixer was another fun evening for PWN and its guests.

Special Thanks To:

- Robin O'Heaney** (Paul Mortuary)
- Theresa Ream** (Disaster Kleenup Specialists)
- Natalie Hungerford** (Allstate Insurance Co.)





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Bob Moawad,
Founder of the
Edge Learning
Institute

Testimonials

For: Déjà Vu Consignments

From: Lori Silver, Attorney at Law

Déjà Vu may have changed owners, but it is just getting better and better. They have brought in a lot of new, wonderful merchandise, and I snagged some incredible pins – and keep getting compliments on how great and unique they are. Check it out to find some treasures.

For: Julie Cavassa, Life Tools Training

From: Donna Brandt, Primerica Financial Services

I recently took advantage of a 15-minute session with Co-Active Life Coach, **Julie Cavassa**. That brief interaction was so powerful and productive, I am quite confident that Julie can help anyone who really wants to move forward in any area of his or her life.

For: Theresa Ream, Disaster Kleenup Specialists

From: Jeanette Kern, DDS

In January, our house experienced some water damage. I phoned **Disaster Kleenup Specialists** and Theresa's crew was out in about half an hour! Dried out carpet, repaired the window and roof, got our ducts cleaned out, and her fabulous carpenters repaired our handrail. Awesome crew, conscientious, professional. Above and beyond our expectations. Thank you so very much.

For: Mary Jeanne Vincent, WorkWise

From: Leslie Bruhn, CPA

I just sent someone to her for a consultation and realized how much I appreciate having her as a resource for me and my clients and friends and family. **Mary Jeanne** is the perfect person to go to - especially when you don't know what you need or want. Her possibility-seeking approach has people see things about themselves, their current situation AND their future that they really could not see without her help.

For: Theresa Ream, Ream Construction

From: Jean Stallings, Professional Registered Parliamentarian

When the winds blew in January, they found an old tree near the Pacific Grove Methodist Church. The tree blew onto the top of the pastor's office and caused some inside damage to the office, the floors, and the fireplace. **Ream Construction** has done an efficient and remarkable job in expediting the repairs and returning the office to a better place than it was before the winds came.

For: Roberta Young, Assessment Strategies

From: Sherri Coffelt, Energia Body Centre

Roberta's assessment tools and her personal support and advice were invaluable to me as we

made a key hiring decision at Energia recently. The assessment tools have been right on compared to what we have experienced with new hires, and the coaching ideas given in the reports are invaluable. If you want to make sure that you hire the right person, which we all know saves tons of future time and money, call Roberta!

For: Ixchel Leigh, inSpiriTrix

From: Catheryn Bachman, Creative Pathways

Ixchel's aroma therapy spa products have grounded, relaxed and supported my healing processes physically and emotionally. I am especially sensitive to perfumes, but her products including natural botanicals do not trigger my allergies. I use her lotions, salt scrubs, body wash and Dead Sea Salt mineral bath salts (as recently as Sat.) to draw out toxins or to soothe and relax. I just placed a large order to supply three bathrooms and a few extra products as gifts. Everything was beautifully packaged, as well. Highly Recommended!!!!

For: Ann Appel, Farmers Insurance

From: Mary Loram

I needed a new home insurance policy for my home in Pacific Grove, though I'm currently living in New York. So I told my husband to call **Ann Appel** of **Appel Insurance Agency**. Ann understood exactly what we needed and within the week recommended a five star company with a policy that was comprehensive and reasonably priced. It was a very smooth transaction and it is obvious Ann is an expert in her business. I would highly recommend her service!

For: Carol Young Clinical Skin Care

From: Theresa Ream, Ream Construction

I had the wonderful pumpkin peel facial done by **Carol Young**. What a great experience! It made my skin look great and was a relaxing and blissful treatment. She was very warm and professional. Thank you!

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Our Publicity Chair In Action!

Congratulations to **Wendy Brickman** for having a stellar month in April! Our Publicity Chair has been hard at work for PWN, for her business, and around the community. Not only was she the overall winner of the PWN Membership Drive, but she was also recognized by the Monterey Peninsula Chamber of Commerce as being a finalist for Volunteer of the Year and Business of the Year at the Chamber's 100th Anniversary Celebration and Awards Dinner. Way to go Wendy!

**"You can't lead
anyone further
than you have
gone yourself."**

Gene Mauch.
MLB Manager

|| Guilt-Free Green By Carolyn Swanson ||

Having a hard time wading through all the 'green' information flying at you? My business puts me in the thick of it – and when I hear, "what can I really do?" it makes me want to share my favorite, action-oriented, local solutions to get us all on the green page.

*Whenever possible, **say no to paper receipts**, i.e. ATM, gas station, etc. It prevents paper waste and helps protect your identity.

*Instead of using harsh drain cleaners, buy a **zip-it** (available at Target) to clean your drain. It keeps sodium hydroxide, sodium nitrate, sodium chloride, aluminum and more out of our water. Just push it down your drain and slowly pull it up.

*Buy a partially subsidized **compost bin** or worm farm from the Last Chance Mercantile in Marina. They are \$49 for local residents. Great family project – kids love feeding their pet worms! Use the castings as the best fertilizer in the world – nature made! 384-5313.

*Sign up for a \$20 **veggie box** consisting of locally grown, all organic fruits and veggies. No contract, no payment in advance. Respond to a weekly email, customize your box, leave a check on your porch and (pesto! ha!) a box of fruits and veggies is waiting for you when you get home! www.jporganics.com or 578-9479

***Cut out plastic** disposable water bottles – get a VOSS glass bottle and re-use it! It's \$3 for a large, \$2 for a small at Cost Plus in Seaside.

It's easy to get overwhelmed and discouraged – but there is no need! We are all faced with transitioning into different habits—but little by little, one zip-it at a time, we are making a difference.

Contact Carolyn Swanson, founder of Passion Purveyors at 383-9215, carolynj.swanson@gmail.com or www.passionpurveyors.com



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|| Marketing Wisdom by Wendy Brickman ||



Wendy Brickman

Attention everyone! Here is a new book for just about anyone in business! In fact, it makes the perfect gift if you just happen to be a friend, relative or loved one of someone in business.

Take the time and order a copy of [The Age of Engage](#) which is a new "must read" book by Denise Shiffman. It was exactly what I was looking for...i.e. a book that is dedicated to explaining the shift in marketing and providing great ways for companies to survive and thrive on the Internet and beyond.

The Age of Engage: Reinventing Marketing for Today's Connected, Collaborative, and Hyperinteractive Culture states that we need to throw out the 4 P's of traditional marketing. Okay. Done. Fine by me.

And, we'll want to adopt the 6 V's in their place: Venture, Value, Voice, Verification, Vicinity and Vehicle. You'll need to read the details on each section, but they're simply very inspirational for any business owner. The book clearly explains that in the age of engage, companies must be open, authentic, and interactive. It says that we should strive to have an engaging company that embraces outsider input and ideas, informs and entertains, and entices audiences to interact. Of course, the Live Web is critical, as well as blogs, videos, avatars, podcasts, wikis, and more. But it's much, much more than that!

In her book, Denise Shiffman presents a wide array of examples from "engaging" companies, and it's simply best to order her book right now...read it carefully, and then let's chat about it! If ever there was a book for a business reading group, this is the one. Enjoy and let me know what you think!

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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|| In Memory of Donna Briley ||

March 5, 1950—March 26, 2008

In late March, long time PWN member **Donna Briley** unexpectedly passed away. She was a dear friend of many PWN members and left an enduring impact on those who knew her. Donna was a licensed acupuncturist and herbalist, as well as a UCLA graduate, an ordained minister, certified massage therapist, a practitioner of Chinese face reading, as well as a wife and mother of two. Donna left a great mark on this world and will continue to be missed.



REFLECTIONS:

Lori Silver: I remember Donna bringing her son to many meetings from about age 9 – 14 or so. He was amazing, always polite to the members, very comfortable, and even seemed to enjoy the meetings! Donna focused on health through acupuncture and many other ways too – nutrition, cleansings, and supplements. She had a completely open mind to new thinking and new experiences. One year she even gave a speech on reading faces through ancient Chinese methods.

Donna gave so much of her time to PWN and volunteered in many capacities. I can't believe that someone so young and vibrant and loving is gone. She shall be sorely missed.



Wendy Brickman: Donna Briley was one of the most beautiful women I've ever met, both inside and out. She had a special tranquility and graciousness that extended to everything she did in her life. She was a seeker of truth and a believer in many effective alternative ways of healing, for both ourselves and our planet. She was a dedicated Mother, friend, and a great supporter of Professional Women's Network. She will be missed very much!

Audrey Pierson: Donna stepped in at the last minute to marry my daughter and son-in-law in our backyard. She was always very special to my family. I also remember the joy of serving on the PWN Board with her for several years – I will miss her greatly.

Suzanne Frueh: I've known Donna since I first joined the board in 1999. She became a wonderful friend. We shared many stories, laughs and fun chats. She used to be a model (for hands) as well as an actress and carried herself with grace and dignity. Donna had a terrific outlook on life, and didn't allow herself to be swept up in any of life's setbacks or pettiness.

She was generous with everyone, and always looked on the bright side of life; I envied her positive attitude. One of the most poignant stories she told me was that over Christmas break (2007), she and her son, Ari had seen the movie "The Bucket List". After Ari had gone back to college, he called one night and told her how affected he was by the movie, and started to cry when he realized that she (Donna) was going to die one day. He said that he really appreciated everything she had done for him. Donna was a very bright star...an extremely "up" person, and I miss her a great deal.



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Green Tip of the Month:

Look for the stickers on your fruits and veggies:

4-digit number = conventionally grown.

5-digit number beginning with 9 = organic.

5-digit number beginning with 8 = genetically modified

—Carolyn Swanson, Passion Purveyors



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|| Saturday Workshop ||

Patricia Major of Time Wise Coaching presented “**Getting Out of Your Own Way: Making the Law of Attraction Work For You By Quieting Your Inner Critic**” on the morning of Saturday April 26. Though it was the first time Patricia had taught this class, she did an amazing job! The group was guided to look beyond the exterior of being professional businesswomen, and to find a way to relate with each other on a much deeper level. This process proved to reveal hidden fears that daily impede our progress, and helped to discover how others see us. Understanding the honest impression each of us make on others in the world is a very powerful tool to use in achieving goals and succeeding daily.

The next workshop will be held on May 17th, and will be taught by Publicity Chair **Wendy Brickman**. Wendy’s workshop will start a 9:30am, so take note. Watch for eblasts to come with more info!



— **Correction** —
In April’s edition, Audrey Pierson’s company was misnamed. The correct name of her company is Secure Your Success, Inc.

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Kristin DeMaria—Terry Mallery Professional Law Corporation

kdemaria@malleryplc.com
655-2020

Tina DiPietro

tsdipietro@earthlink.net
424-1130

Cynthia Castaneda—Hair By Cynthia

tequillamoon72@yahoo.com
245-5692

Tracy Chappell—Easter Seals Central California

tchappell@es-cc.org
684-2166

Jackie Hill—Humana MarketPoint

jhill4lhc@aol.com
751-2385

Kim King—Multiple Sclerosis Quality of Life Project

msqlp@sbcglobal.net
333-9091

Gary Koeppel—Coast Gallery

gary@coastgalleries.com
625-8688

Elizeth Labega—Weekenders

labega@sbcglobal.net
643-1906

Sherry Liang—Grey Tabby Customized Children Photo Shoes

info@greytabby.com
224-5780

Sharline Napoleon—Pre-Paid Legal Services, Inc. and Subsidiaries

prepaidrep@aol.com

Lesley Pretorius—Wells Fargo Home Mortgage

lesley.pretorius@wellsfargo.com
622-8464

JoAnn Reiter—Inside Shading

joannr@redshift.com
633-5998

Rita Rudd—Life Line Screening

rmrudd1@aol.com
775-0439

Maria Schran-Thompson—Hairstylist

bycha@comcast.net
375-4000

Nancy Taylor—Taylor’d Home Staging

T_H_S@sbcglobal.net
601-3820

Andrew Troia—Sanctuary Cruises

andy@sanctuarycruises.com
917-1042



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Featured Board Member: Vicki Lynch

Vicki Lynch started Eclectic Embroidery in November 2005 after moving to the Peninsula from La Jolla. Finally deciding to quit corporate America and start her own business, the name of the company reflects her professional career: an oncology nurse, a stint in retail, followed by direct marketing. Then it was back to health care after a Master's Degree in Health Administration led her to the clinical research arena.

"I joined PWN the same month I started the business, as another opportunity to meet people and network. It has proven to be a great source of leads and also many friendships." As Tech Chair in 2007, she took on the role of revamping the website. 2008 has been mainly educating the membership on how to use the website and introduce new features, including the online store, the job posting board and Announcements and Testimonials which serves as an alternative to the e-mail blasts. As the membership grows, new changes will need to be made to keep pace with technology and the needs of the membership. Some new advertising opportunities will soon be available for the membership as well.

Eclectic Embroidery provides custom stitched logos and designs for many companies, events and groups. The business has expanded to include screen print, promotional products and name tags. The goal is to offer customers a one-stop shop for many of their marketing needs. The business is located at 791 Foam St., Suite A in Monterey. 831-655-3181.



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624-6525

Suzanne Frueh, Treasurer
sfrueh@ca-taxes.com
625-5982

Mary Jeanne Vincent, Secretary
mjv@2bworkwise.com
657-9151

Jeanette Kern, DDS, Membership
jeanettekern@redshift.com
372-8011

Lori Silver, Programs
lori@estate-tax.net
375-3030

Natalie Hungerford, Fundraising
Natalie.hungerford@comcast.net
642-6400

Wendy Brickman, Publicity
brickman@redshift.com
633-4444

Sarah Schupbach, Newsletter
sarahs@redshift.com
760-0028

Vicki Lynch, Technology
vicki@eclecticembroidery.com
655-3181

Kelly Olsen, Showcase
swtpch1978@sbcglobal.net
594-5659

Jean Stallings, Board Advisor
jeanstall@comcast.net
657-4194

**Sandra Collingwood, Ambassadors &
New Member Orientation**
sandracoll@aol.com
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 Tana Marie Misrack at 646-1137 or tm@passionisland.us