



Celebrating **25** Years
1983-2008

Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 11, November 2008



Theresa Ream
President 2008

Letter From the President:

Did this year go fast or what? Wow, what a fantastic time this has been and what appropriate energy in celebrating our 25th year! We literally celebrated all year long!

As I write this your Board is eagerly planning a fabulous Woman of the Year event and Silent Auction for you. We will usher in the reign of our 2008 Woman of the Year, Wendy Brickman. What a deserving victor she is. Wendy has diligently worked on our special outside social events, press releases, coverage for members in local newspapers and has been such a great host for PWN's Your Town Radio and Television Show. Along with this she has brought in a host of new members over the past year, including the Monterey Cowboy Poetry & Music Festival, Monterey Celtic Arts Academy, Fish Hopper Restaurant, Multiple Sclerosis Quality of Life Project, Morgan Stanley, Esteban Restaurant at Casa Munras, Hospice Foundation, Hair by Cynthia Ellen, Sher, Hambrooks Auction Center, Coast Gallery, Lifeline Screening, Sanctuary

Cruises, just to name a few. Great job Wendy!

The Holidays are right around the corner and we are in the process of planning our exiting Holiday luncheon. This year the luncheon will be held at the Hyatt. The room, food and fellowship should prove to be excellent so please mark you calendar for December 3rd at 11:30.

We will end the year with some other fun and interesting mixers and workshops. On October 25th Ream Construction will host Sharon Law Tucker with Pacific Home Lending. The topic will be Secrets of Home Ownership in a Crazy Market. With the home and commercial building prices low now is the time to take advantage of the market, so please plan on attending. November 8th will be our final Workshop with Marion Gallantly of Powerful Presence, an image management and training consultant. Please make sure you attend to learn how to put your best foot forward at meetings and events. Timing couldn't be better with the holidays coming up, so make sure you reserve your spot in advance, as the class is sure to fill up. As for our mixers and social gatherings, I am thrilled that Stella Page will be hosting a mixer at her studio in Moss Landing on November 20th from 5pm -7pm. Let's make sure we go and get great prices on purses that are pieces of artwork for our holiday shopping. We will end the year with a very appropriate mixer on December 4th at Cathy Montante's Boutique, Collezione Fortuna in Carmel from 5:30-7:30 to shop for evening wear for our Holiday events! In closing, it has been an honor to serve as your President for 2008. I would like to thank your hardworking Board; they were truly a pleasure to work with and get to know. Jean Stallings was always there as a friend and Professional Parliamentarian to make sure the Board meetings were run efficiently. Jean, thank you for putting up with me, I know I ran my meetings pretty casual, but you were always patient with me. I want to give special thanks to Sandra Collingwood for diligently working as our Head Ambassador. Sandra, without you I know the meetings wouldn't have gone so smoothly. A special thank you to Donna Aikins for hosting the monthly Power Networking lunches for many years. Donna you have provided us with so many wonderful networking opportunities by faithfully committing to host these lunches. Thank you to all the Committees who are the glue for PWN, working behind the scenes day and night. To my buddy Sarah Schupbach, who tirelessly assisted me with my President's responsibilities and duties. Sarah, I know that PWN would not have accomplished half as much this year without all of your hard work. Thank you to the Membership for showing up at meetings when you were tired, for donating consistently when asked, and for supporting your fellow Members on a regular basis. All of you have truly been a gift to me.

PWN Mission Statement

The Professional Women's Network connects women in business by offering opportunities to network, gain information, and have fun while growing their businesses.

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Theresa Ream – 2008 PWN President

Ream Construction, Disaster Kleenup Specialists,
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**2008 WOTY
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LORI SILVER
ATTORNEY AT LAW, LL.M., DOMESTIC VIOLENCE CERT.

Ann Appel



|| **CALENDAR** ||

- Nov 4th** — 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- Nov 4th** — 5:00-6:00pm, Your Town Radio/TV Show
- Nov 5th** — 5:45pm, Membership Meeting. Ferrante's, Monterey Marriott.
2008 Woman of the Year Celebration for Wendy Brickman.
\$10. RSVP in the PWN Online Store.
- Nov 8th** — 9:30am-11:30am, Saturday Workshop Series. \$10 PWN/\$15 guests. Ream Construction, 567 Ortiz Ave, Sand City. Featuring **Marion Gellatly** of Powerful Presence. RSVP to Sarah Schupbach, (831) 760-0028.
- Nov 12th** —12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch. "Google Productivity Tools - Streamlining Your Business Communications" by Krystlyn Giedt of Byte Technology. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- Nov 20th** —11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Hotel & Spa, Monterey. RSVP to **Donna Aikins**, 655-5689.
- Nov 20th** —5:30-7:30pm, Special Event. Stella Page mixer, Moss Landing.
- Dec 3rd** — 11:45am, Annual Holiday Luncheon at Monterey Hyatt. Check the website for more details.
- Dec 4th** — 5:30-7:30pm, Special Event. Holiday Shopping and Fashion Mixer at Collezione Fortuna, Carmel. Details to come!
- Dec 10th**—12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch. "Turning Leads into Repeat Sales" by **Audrey Pierson** of Secure Your Success, Inc. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- Dec 18th** —11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Hotel & Spa, Monterey. RSVP to **Donna Aikins**, 655-5689.



|| **Honorary Member Jean Stallings** ||

Dear PWN Members,

I am still in a state of shock for your generous reaction to the wonderful surprise honor presented to me at the October PWN meeting when I was designated as an "Honorary Member" of PWN. Actually, I should honor PWN for all the help they have given me with various projects over the years and with the friendships I have made. In addition, you have simplified my life by telling me where to find a good massage therapist, chiropractor, and several individuals to help enhance my wardrobe!

Members may be interested to know that in the early 1980s, Networking was a new trend, and many networking organizations were established throughout the United States. Because of the wonderful members and energy exhibited at every meeting, PWN is one of the few networking organizations that has lasted for 25 years! I hope (and expect) that the organization will continue to grow and thrive for another 25 years!

Sincerely,

**Jean Stallings, Professional
Registered Parliamentarian**



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THANK YOU!

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

October:

Sandra Collingwood, Collingwood Carpet Care & Sherri Coffelt, Energia Body Centre

“Adversity has the effect of eliciting talents which, in prosperous circumstances, would have lain dormant.”

Horace, Satires

|| Testimonials ||

For: Eric Sonne , Real Screens

From: Mary Potter, Pacific Grove Travel

Our old, rusty screen door was rarely used and sat propped open most of the time. We got a new front door & I didn't want another screen door that was in the way more than it was used, so I called Eric. He came and went while my husband was home, and by the time I returned from work, the screen door was installed and in use! Eric even reminded my husband of the PWN discount before he wrote the check. It looks great and we love it!

For: Julie Cavassa, Life Tools Training

From: Kelly Wheeler, Cannery Row Company

Julie has helped me deal with my personal and professional challenges with her very special and insightful way of taking a problem and turning it inside out. In a half an hours time, you feel a strong sense of peace about the issue you talked about and it lasts! She's wonderful!

For: Beth Fergon, First National Bank

From: Wendy Brickman, Brickman Marketing

A huge thank you to Beth Fergon for providing me with outstanding customer service and banking advice. She makes everything effortless and is always helpful with all of my banking needs or questions. First National Bank has been my preferred banking institution for 18 years, and I love having Beth Fergon on my financial team! There is no one else I would rather bank with!

For Shirley Kiatta, Elder Care Consultant

From: Patricia Major, Small World Web Svcs

I felt overwhelmed by all of the different lifeline systems for seniors, and then I called Shirley Kiatta for advice. She immediately simplified the whole process by telling me what she knew and who to call. If called upon

to further help the senior in my life, I'll turn to Shirley for wisdom and guidance. Thanks again, Shirley!

For: Theresa Ream, Ream Construction

From: Wendy Brickman, Brickman Marketing

Theresa Ream's enthusiasm, creativity, and commitment as PWN President are wonderful. Her passion for PWN enhanced my PWN Board experience this year and was a windfall for all PWN members. When you need disaster clean-up, duct cleaning, carpet care, construction, new cabinets, sparkling floors or more...don't look any further! Simply give Theresa a call and remember...to know her is to buy her!

For: Dr. Jeanette Kern, DDS

From: Cammie Jones Organizing

Recently my husband John went to Dr. Kern to have a "routine" check up & cleaning. He was very impressed with her staff, their techniques & their technology ("very cool toys"). His comment was "wow, I don't think I've ever had such a thorough dental exam." He also really appreciated how gentle her hygienist was, and how nice her & her staff were.

For: Cathy Bruno, Process Therapy Institute

From: Rita Montgomery, Massage Therapist

I had the pleasure of attending a soul collage workshop done by Cathy and it was informative, insightful and an enjoyable process.

For: Wendy Brickman, Brickman Marketing

From: Mary Jeanne Vincent, WorkWise

Many thanks to Wendy Brickman for scouting out new venues for my *Acing the Interview* and *Uncovering Your Passion* tip cards. Additionally, she has booked me on several radio programs to talk about Recession-Proofing Your Career. Wendy has suggested many creative approaches for publicizing my career coaching services and tip cards, and other career tools.

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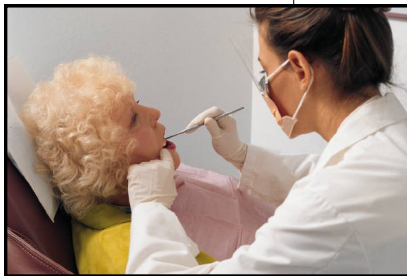
|| Health Matters by Dr. Jeanette Kern ||

IT ALL BEGINS WITH A BEAUTIFUL SMILE

Although most people think a beautiful smile means straight white teeth, a really attractive smile is healthy. Most of us have heard that regular toothbrushing and flossing are important to maintain oral health and keep our teeth. But did you know that those few extra minutes every night to brush the second time and floss could extend your life?



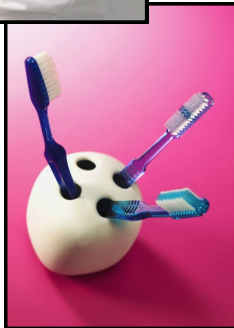
Researchers have shown that healthy gums (the soft pink tissues) and bone (that your roots are firmly placed into) can affect the state of your whole body. Over the past few years, studies have shown a definitive link between your oral health and your general health.



For example, it used to be assumed that diabetes harms the immune system. But it works both ways: Toxins from gum disease produce chemical reactions that impair the function of the pancreas, directly aggravating diabetes.

Gum disease has even been associated with respiratory infections, osteopenia (reduction of bone mass in postmenopausal women), increased risk of strokes, and preterm or low birth weight babies.

There are a number of advanced oral care remedies available to control or eliminate gum disease, such as antimicrobial mouthwashes (non-alcohol preferred), flossing regularly, and advances in technology.....and you thought all you needed was a toothbrush! Ask your dentist for a full periodontal evaluation as well as information about the latest developments in periodontal treatments.



What else can you do? If you use any tobacco—quit! Work on your diet. We all know limiting sweets and desserts is important. Additionally, emphasize antioxidant-rich foods (citrus fruits, leafy green vegetables) and foods containing omega-3 oils, such as salmon and other ‘cold water’ fish. Brush your teeth twice a day for two minutes at a time. Floss at least once a day because it eliminates bacteria that toothbrushing misses. Get

“He who has a why to live can bear almost any how.”

Friedrich Nietzsche

professional teeth cleanings as recommended by your dentist. Studies are recommending teeth cleanings for adults should be three to four times a year depending on the patient’s genetics, home care habits, diet and level of health or disease.

So next time you see a Beautiful Smile, you may notice the healthy pink gums as well as the bright white teeth!

Dr. Jeanette Kern is the 2007 PWN Woman of the Year and is known for creating some of the peninsula’s best-looking and most celebrated smiles. Call her office for an appointment at 372-8011 or email her at jeanettekern@redshift.com.

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JEANETTE KERN, DDS

- Member, American Dental Association
- 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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|| The Sales Corner By Audrey Pierson ||

Practice Makes Profit

I was driving to a meeting recently and noticed a very scared young man behind the wheel of a drivers' training car. It made me remember my own first attempts at driving – not good, I learned on a clutch! While I truly felt for him, I also found myself flashing forward several months in the future when I imagined the same young man “cruising” around with one hand on the wheel, laughing with his friends.

What does it take to create that change in his confidence? Practice! And that is true for everything we do, including sales. As you present your sales offer again and again, you fine-tune it and make it more compelling. You learn through experience what works and what doesn't. Like anything you practice – and refine – you become more skilled at it.

Notice I included “refine” in that sentence? That's because as effective as you believe your sales message to be, it can always be better. You need to constantly review your process and be aware of your prospect's response to *each part* of it. It may be as simple as a benefit you make sure to mention, or an additional option you offer. Perhaps it's including client testimonials or remembering to ask for the sale.

Watch your listener closely and be aware of their facial expressions and body language. Determining your effect on a pros-

pect may be subtle. Even if a decision about buying from you is not made at this meeting, your ability to follow up and ultimately make the sale does depend on the impact you make during every contact.



Get in front of your target market at every opportunity you can. The more often you practice your sales approach, the better you will become and the more effective you will be. You'll become more adept at noticing when you “lose” your audience and learn to adjust your presentation on the fly to keep your prospect with you all the way to the close.

For help in fine-tuning your sales presentations, honing your sales skills and getting the sale, contact Audrey Pierson at www.SecureYourSuccessInc.com. We train, coach and provide ongoing sales support to keep you in the money!

Audrey Pierson is the President and founder of Secure Your Success, Inc located in Carmel Valley. She was PWN Woman of the Year in 1997 and the 1995 PWN President. Audrey is also the incoming 2009 PWN President. She can be reached at 241-1545.

|| New Members ||

Emy Ledbetter—Ledbetter Art Studio

ledbetterart@earthlink.net — 625-4175

Ledbetter Studio is located in Carmel featuring Emy's unique style of painting portraying realism within illusion. Emy invites you to come and experience her Original Paintings, Giclee Prints on Canvas, Greeting Cards and "Guardians of Wisdom" cards

Jean Darragh—Keller Medical Institute

jeandarragh@yahoo.com

Anti-aging Institute for Health, Beauty and Longevity

Dominique Gallet-Shanklin—Dominique

dominiqugallet@sbcglobal.net — 626-8300

Dominique's skin care salon offers a serene setting of luxury with state-of-the-art treatments.

WELCOME



Celebrating **25** Years
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2008 Woman of the Year: Wendy Brickman



Wendy Brickman, President of Brickman Marketing, moved from Los Angeles to Monterey and established Brickman Marketing in October, 1990. Wendy has an extensive background in the areas of marketing, publicity, advertising and market research. She worked in the management training film area for over seven years and held management positions in the home video industry

for several years at Paramount Home Video, Media Home Entertainment and Pacific Arts Video. She also held marketing management positions for Salenger Films.

She holds an M.B.A. in Marketing/Management from Loyola Marymount University in Los Angeles, an M.A. in Broadcast Journalism from the University of Southern California, also in Los Angeles, and a B.A. in English from the University of California at Berkeley. She is a graduate of Leadership Monterey Peninsula and the Leadership Santa Cruz County. She is the winner of two Business Excellence Awards (2003, 1998) from the Monterey Peninsula Chamber of Commerce and a 1999 Small Business Advocate of the Year Award from the California Chamber of Commerce and a 1999 Robert C. Littlefield Award from the Monterey Peninsula Chamber of Commerce.

She has served on numerous Boards of Directors, including the Professional Women's Network, Monterey Peninsula Chamber of Commerce, Development Executives Network, Shelter Outreach Plus,

Monterey History and Art Association, National Football Foundation, Monterey Celtic Arts Academy, and USC Alumni Association of the Monterey Peninsula. Wendy has taught Business Reading, Writing and Critical

Thinking at California State University Monterey Bay and Business Communication at Golden Gate University. She has also made numerous presentations on marketing and public relations for a variety of non-profit organizations.

Wendy has worked with hundreds of organizations locally and nationally, large and small, from authors and video producers, to lawyers and doctors. Recent clients include Del Monte Shopping Center, Fish Hopper Restaurant, Rosine's Restaurant, Monterey Cowboy Poetry & Music Festival, Monterey Scottish Games & Celtic Festival, Monterey County Fair, Choice Home Health Care, and many others.

CONGRATULATIONS WENDY!

PLEASE JOIN US ON NOVEMBER 5th in FERRANTE'S AT 5:45PM TO CELEBRATE WOMAN OF THE YEAR WENDY BRICKMAN!



for several years at Paramount Home Video, Media Home Entertainment and Pacific Arts Video. She also held marketing management positions for Salenger Films.

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Counterclockwise from top: Wendy takes top honors at Woman of the Year Tea; Wendy Brickman, Lori Silver, and Denise Kaku at the WOTY Tea; Theresa Ream and Jeanette Kern present Wendy with the Spring Membership Drive winning prize; Wendy's Saturday Workshop in May.

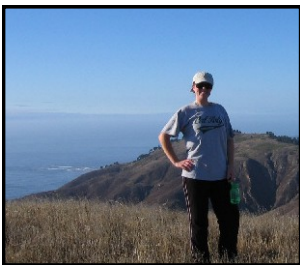


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**Professional Women's
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Monterey Peninsula**

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**At the top of the
Soberanes Trail in
Carmel!**

|| Featured Board Member: Sarah Schupbach ||

Board Member Name: Sarah Schupbach

Board Member Position: Newsletter Editor

What do you see as your role in this position? Make a fun, interesting, and relevant newsletter for members to keep tabs on what's going on in PWN and also for non-members to get a glimpse of what we're all about.

What are your goals as a PWN Board member this year? Now that the year is almost done, and I'm moving into my second term as Editor, I would say that I've accomplished my goal of publishing the newsletter on time each month and having it packed full of good stuff. For next year, my goals are to highlight even more members in articles and to continue getting great columnists. **Thank you** to everyone that has contributed articles this year (Deborah Linsday, Wendy Brickman, Carolyn Swanson, Teki Hegwood, Ann Appel, Cammie Jones, Theresa Ream, Audrey Pierson, Susan Bradley, Carol Young, Alex Ortiz, Jeanette Kern, Patricia Major, Mary Potter, and Grace Darcy). I couldn't have done it without all of their help! Also, an extra big THANK YOU to my fantastic proofreader Jean Stallings who keeps this newsletter typo free!

Tell us about your business. My business is being the best promoter and cheerleader I can be for five amazing companies: Disaster Kleenup Specialists, Ream Construction, Floor Store USA, Cypress Cabinets, and Excel Carpet & Upholstery Cleaning. I love my job, have two incredible bosses that have supported me in my growth in this position, and I'm continually learning new things and evolving. Who knew work would be so fun?!

Anything else you would like PWN members to know? In case you haven't noticed this year, I have a LOT of energy! A true blessing indeed! While marketing 5 companies uses up a good chunk, I still have plenty left for some of my other favorite activities—hiking, running, and just about anything outdoors. Just last weekend I went for a 10 mile hike in the Pinnacles, and had a fantastic time! Even though I was born here, I can always find new ways to appreciate the beautiful Monterey Peninsula and all of its hidden gems.



|| Your 2008 Board of Directors ||

Theresa Ream, President
tream@redshift.com
402-1130

Denise Kaku, Vice President
denisekaku@sbcglobal.net
624-6525

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

Mary Jeanne Vincent, Secretary
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657-9151

Jeanette Kern, DDS, Membership
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372-8011

Lori Silver, Programs
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375-3030

Natalie Hungerford, Fundraising
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642-6400

Wendy Brickman, Publicity
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633-4444

Sarah Schupbach, Newsletter
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899-3938 ext 13

Vicki Lynch, Technology
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655-3181

Kelly Olsen, Showcase
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594-5659

Jean Stallings, Board Advisor
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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 Wendy Brickman at 633-4444 or brickman@redshift.com