



Celebrating **25** Years
1983-2008

Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 10, October 2008



Theresa Ream
President 2008

Letter From the President:

As I sit down to write this President's letter I am filled with so much joy! Why you ask? Because I just spent the afternoon at the lovely Monterey historic adobe the Casa Serrano. We came together as past Women of the Year and the 2008 Board of Directors to reminisce and present the lucky woman that will reign as your 2008 Woman of the Year with her hard earned honor. There was not only history in the building but also history among us. It was a joining of the Sisterhood, all gathered to honor our own. The Woman of the Year Tea holds a special mystery that I know all who attended felt as we shared our meal of special delights with women we love. I know it doesn't get any better than that at PWN. Please mark your calendar to partake in this wonderful event as we honor our 2008 Woman of the Year at the beautiful Ferrante's room at the top of the Marriott on November 5th.

Also, don't forget to come to the Chico's Mixer on Sunday September 28th from 5-7pm. I will be there looking for you! Our featured PWN models will be Juliana Col, Joyce Newell and Debbie Davis. So come and cheer them on and get your 10% discount. And remember, 10% of the proceeds go to straight back to PWN.

This month I will keep my letter short and sweet. I will see you at the October 1st meeting for Susan Bradley's presentation on flirting your way to business success! Sounds fun!

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 ||

- October 3rd** – 5:45pm, Membership Meeting. Embassy Suites. Susan Bradley, RN, "Flirting You Way to Business Success". Free.
- October 8th** – 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch. "Organizing Your Home or Office" by Cammie Jones. Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- October 13th**—5:30-7:30pm, Special Event. Night at the Elks Mixer. Free. 150 Mar Vista Drive, Monterey.
- October 14th** – 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- October 16th** – 11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Hotel & Spa, Monterey. RSVP to Donna Aikins, 655-5689.
- October 25th** – 9:00am-11:30am, Saturday Workshop Series. \$10 PWN/\$15 guests. Ream Construction, 567 Ortiz Ave, Sand City. Featuring Sharon Law Tucker. RSVP to Sarah Schupbach, (831) 760-0028.



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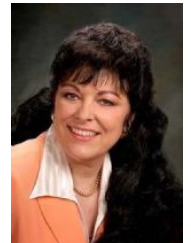
**DONATE to the
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|| It's Happening at PWN ||

- Join us on **September 28th** for an evening at **Chico's** in the Del Monte Shopping Center. PWN members and guests will get **10% off** their purchases *and* PWN will receive **10% of everything sold** that evening. There will be a fashion show featuring PWN models along with food and drinks, so please join us for this special night! It will be a perfect opportunity to raise money and get fabulous new clothes. What's not to love? Contact Sarah Schupbach for more info at (831) 760-0028.
- On **October 1st**, **Susan Bradley** of **Loving University** will be the featured speaker at our monthly membership meeting. She will be talking with us about **Flirting Your Way to Business Success**.
- Join us **October 13th** from 5:30-7:30pm for a **Night at the Elks** in Monterey. 150 Mar Vista Drive, Monterey.
- **October 25th** will be a Saturday workshop, this time presented by **Sharon Law Tucker** of **Pacific Home Mortgage**. Sharon will share the many opportunities that have developed through the drastic changes in the housing market. If you've thought about buying a home, this is the perfect workshop for you!
- Donations are being accepted for the **Woman of the Year Silent Auction**. To donate an item for the Silent Auction, drop off items at **Ream Construction** with **Sarah Schupbach** at 567 Ortiz Avenue in Sand City. The deadline for donations is **October 15th**, so get in touch with **Natalie Hungerford** (642-6400) or Sarah (760-0028) soon!
- On **November 20th** from 5:00-7:00pm, we'll be heading over to **Stella Page's** Moss Landing studio for an evening with gorgeous purses! Look for more details coming soon.

CHICO'S
www.chicos.com



Stella Page - Designer

|| The 2009 PWN Board of Directors Slate ||

The October meeting will be the opportunity for you to approve the 2009 PWN Board of Directors. Nominations can be taken from the floor this evening as well. The nominations for the 2009 Board are:

President:	Audrey Pierson —Secure Your Success, Inc.
Vice President:	Denise Kaku —Kaku Consulting
Secretary:	Lynn Lozier —Heising, Buck & Morris
Treasurer:	Donna Brandt — Primerica Financial Services
Programs:	Jane Dueber —Profit Partners
Membership:	Juliana Col —Arbonne International
Publicity:	Wendy Brickman —Brickman Marketing
Fundraising:	Cammie Jones —Cammie Jones Organizing
Showcases:	Kelly Olsen —Bella Donna Nail Studio & Boutique
Technology:	Patricia Major —Small World Web Services
Newsletter:	Sarah Schupbach —Disaster Kleenup Specialists
Past President:	Theresa Ream —Ream Construction



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THANK YOU!

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

September:

Lori Silver,
Attorney at Law &
Beth Fergon, First
National Bank

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: Nancy Meister, Budget Blinds
From: Theresa Ream, Ream Construction

I had Nancy do the blinds for my new house that I am building, and I am completely pleased with the outcome. The copper penny color of my new blinds is just beautiful! Plus, she was very knowledgeable and easy to work with, and made this part of our building project a breeze!

For: Cammie Jones, Cammie Jones Organizing
From: Sandra Collingwood, Collingwood Carpet Care

Cammie is amazing! Over the years one room in our home has defied my best efforts to improve: my all-purpose office. She not only helped me organize my office space to be more productive, but also offered practical decorating advice step by step (which I am now implementing). Cammie thus figured out a unique solution for both problems simultaneously (organizing & decorating) in such a way that approaches near genius. If you need this kind of help, do make "room" for Cammie!

For: Rita Montgomery, Massage Therapist
From: Cheryl Beller, All About Business

For my husband's birthday, I treated him to a massage with Rita Montgomery. He was so happy with her work that he wants to go back. And that's fine, except...it's my turn next!

For: Audrey Pierson, Secure Your Success, Inc.
From: Julie Cavassa, Life Tools Training

Audrey really helped me get clear about who I was marketing to and what I wanted to focus on first in my business. I have so many ideas and so many things that I want to do it was easy to get lost in the details and get nothing done. Audrey is wonderfully supportive and

has great ideas of her own to help make your marketing hit the mark. Give her a call today.

For: Sarah Schupbach, Disaster Kleenup Specialists
From: Sandra Collingwood, Collingwood Carpet Care

What a treasure we have in Sarah! Our newsletter has superb design, excellent writing and is organized for great ease in finding out about various events and activities. Having all our vital PWN information in one monthly publication has been a real help. It's great to print it out and refer to as needed. Thank you, Sarah, from ALL of us!

For: Wendy Brickman, Brickman Marketing
From: Marjie Keating, Energizing Solutions

Wendy has great ideas and every session is a waterfall of brainstorm ideas. She knows about advertising, flyers and websites, even messages on your telephone. She has helped me be on Television, five radio stations, and three speaking engagements with various groups, and this is just the start! Wendy has the knowledge, information, creativity, and enthusiasm to help you promote your business. Wendy is a tireless advocate who will work with you to achieve your best results.

For: Gwen Brooks, Comcast Spotlight
From: Theresa Ream, Disaster Kleenup Specialists

Gwen put together a wonderful advertising package for our Disaster Kleenup Specialists commercials. She provided all the data and information we needed to get our commercials in the right place. She took the time to make sure we had the best package for our business needs and her enthusiasm for her profession is infectious!



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

Friedrich Nietzsche

|| Networking By Sarah Schupbach & Carol Lynn Young ||

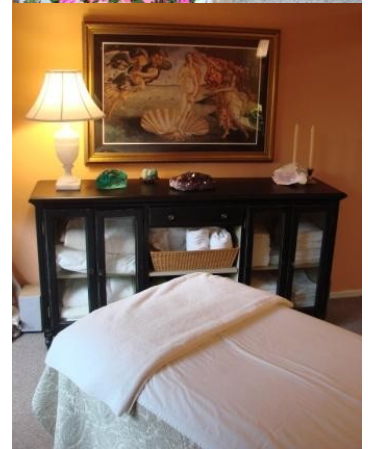
I sat down with Carol Lynn Young recently to talk about what she has been doing to utilize her PWN membership and put her networking skills into practice. I was treated to a glass of wine and tasty snacks as we chatted about PWN, business, passions, and life in general.

When Carol joined PWN a year and a half ago, she realized early on that just being a member was not enough. Being relatively new to the peninsula, she joined PWN to get to know fellow businesswomen in the community and to expand her business. In order to get the most out of PWN, she knew she had to get creative and get involved. Early on, she discovered the built-in benefit of **trading business**. She traded one of her facial treatments for a service of another member and found it to be a very rewarding experience. An added benefit of trading business is the built-in follow up with the person. Also, having first hand knowledge of someone’s product or service allows her to better recommend that person in the future.

Since Carol is not public speaking’s #1 fan, she was in no rush to take away a showcasing opportunity from another member, so she looked for a different way to promote herself. This year Carol has taken to **donating to the raffle** and offering items for inclusion in the membership meeting **speaker bags**. “I love to give things away” Carol said. She donates products and gift certificates to promote her business in a way that is more comfortable and at the same time still effective.

Ultimately, Carol finds joy in being able to connect people and refer them to friends and contacts she has made. She likes to **get together** with members one-on-one for tea or a bite to eat and get to know them as a friend. Developing friendships with PWN members serves two purposes: building her business contacts network, and also building her circle of friends. A perfect way to mix business with pleasure!

Carol’s favorite thing about PWN has been being in a community of like-minded women interested in growing and supporting businesses. She is a great example of someone finding ways to make PWN work for her while having a good time along the way. I very much enjoyed my time with Carol and was inspired by the amount of passion she shows for her profession. Kudos!



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- 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 ||

Back to Sales Basics

As the economy makes many of our business goals more challenging, remember that before you go crazy trying to find new ways to “think outside the box” to make more money, take a moment to step back and remember the basics.

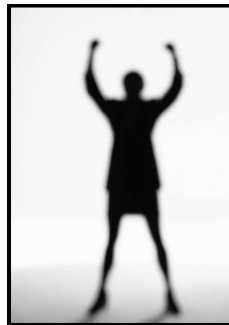
You remember the basics, don't you? Network, do marketing, qualify and question your customer, prepare and present professional offers, follow up, follow up, follow up and – don't forget! – ask for the sale. It has been easy to become a little complacent over the past few years as customers were happy to spend their money quickly, with little more than a small idea of what you were selling. Often you didn't even have to follow up – they came to you! Ah, it was lovely. But it was also fleeting.

If you started your business during this time period, you may have a distorted view of what it takes to make money. What we're seeing now in the

business world is more realistic and consequently, can be discouraging if you're not working your sales system.

Now is the time to review your sales process. Are you relying solely on referrals or going out and networking for new clients? Are you working your existing customer base or spending all your time selling to new prospects? Have you reviewed your offers to make sure they fit with today's conservative market? While there may not be as much impulse buying right now, there is business going on and those who present a valuable product in a compelling manner will still get the sale.

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. She can be reached at 241-1545.



|| New Members ||

Diana Hagerty—Radiant Health
375-7165
di4life@att.net

Carrie Hart—Chateau Julien Wine Estate
624-2600 ext 133
chart@chateaujulien.com

Nancy Meister—Budget Blinds
775-0313
nmeister@budgetblinds.com

Gerry Montgomery—Monterey Cowboy Poetry & Music Festival
633-4444
info@montereycowboy.org

Clare Munteer—Monterey County Rape Crisis Center
373-3955
clare@mtryrapecrisis.org

Jennifer Pettley—Hospice Foundation
333-9025
jpettley@hffcc.org

Sabu Shake—The Fish Hopper Restaurant
372-2406
estrellita@fishhopper.com

Karen Sonne—Carmel Pine Cone
915-3732
karen@carmelpinecone.com

Jill Vivanco—Del Monte Shopping Center
373-2705
jvivanco@americanassets.com

WELCOME



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**Professional Women's
Network of the
Monterey Peninsula**

PO Box 1489
Seaside, CA 93955

www.pwnmonterey.org

|| Featured Board Member: Theresa Ream ||

Board Member Name: Theresa Ream

Board Member Position: President

What do you see as your role in this position? My role as President is to unite this dynamic organization and to lead it into its full potential at both the Board and the Membership level. I create the agenda and plan out each membership meeting so it flows on time and is fun and interesting for the membership. I also create the Board meeting agendas and keep Board members motivated and on track with their duties throughout the month. I am also a PWN cheerleader by promoting the organization wherever I go. Simply put, I pretty much live and breathe PWN.

What are your goals as a PWN Board member this year? My goals for PWN this year have been to increase the number of networking opportunities for the membership along with making sure the membership has a great time! One of my biggest goals was to make everyone feel comfortable at meetings, mixers and workshops. Wendy Brickman and I have worked together to offer social mixers to PWN. It was our dream to provide opportunities where we could socialize and network in venues outside our normal PWN meeting places. Another aspiration was to make the Saturday Workshops a reality. I am so pleased with the Workshops; they have been very professionally taught, well attended and chalked with information that each of us can bring back into our businesses and really put to good use.

Tell us about your business. My husband Terry and I are the owners of Ream Construction, Disaster Kleenup Specialists, Excel Carpet & Upholstery Cleaning, Floor Store USA and Cypress Cabinets, which have two beautiful showrooms on Contra Costa Ave in Sand City. We started in 1981 and have been building up our businesses ever since. Anything to do with a commercial building or residence is what we do—construction, fire, water and storm damage restoration, remodeling, asbestos/lead abatement, commercial and residential air duct cleaning, carpet and fine rug cleaning, and retail cabinetry and flooring. We are a cutting edge company like no other in our area. We offer free estimates for our services and would love to be part of your next cleaning, construction project, or help you out if in the event of a disaster! Because we know disasters happen!

Anything else you would like PWN members to know?

Serving once again as your President has brought such joy to my life. My priorities are God, family, and my work. My husband and I spend most of our time off volunteering and doing community service. PWN is a love of my life, and together we are also involved in our church Board, Head ushering, the Monterey-San Benito Red Cross Board, Monterey Bay Christian School Board and the Monterey County Workforce Investment Board. If you have been thinking about helping in your community now is the time to get involved.



|| 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

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

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899-3938 ext 13

Vicki Lynch, Technology

vicki@eclecticembroidery.com

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