



Celebrating **25** Years
1983-2008



Networking 1983-2008

Professional Women's Network of Monterey

Volume 25, Issue 9, September 2008



Theresa Ream
President 2008

Letter From the President:

In December of last year your Board gave their commitment to give you an extraordinary networking organization. How are we doing so far? I want to know if you are getting business and contacts from PWN so please email me and let me know your experiences. I know for me it has been rewarding in both the business and the relationship aspect! I don't know if it gets any better than this—I am very pleased with the programs and Membership meetings, the Saturday Workshops, the luncheons and the social mixers that we have on a regular basis. Life is good, and it is so good to be a part of all of your lives!

We had two huge successes last month with one of the best Speed Networking programs that I have ever attended and a great Saturday Workshop with Julie Cavassa. She is a wonderful coach and I am happy to announce that she will be personally coaching me on some of my future goals and plans.

I hope many of you will come to our Chico's Mixer at Del Monte Center on Sunday September 28th 5-7pm. Not only will Chico's donate to PWN 10% of the total purchases from members and their guests, but also they will give members and guests 10% off in addition to their passport discounts. Chico's will provide food & drinks, and three of our members will be on hand to model clothes for us!

In closing I would like to say it is an honor for your Board and me to serve you every day! I can't express enough to you what a fine Board you have. This has been a year of growth, increased business, and education and just down home fun! I want to applaud each and every Board member and Committee Head.

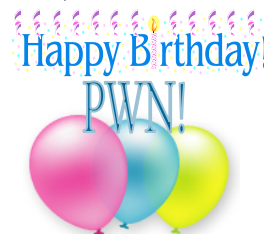
I will see you all at the next meeting September 3rd! Go Green!

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 ||

- September 3rd** — 5:45pm, Membership Meeting. Embassy Suites. Deborah Lindsay, "Turning Your Business Green". Free.
- September 9th** — 5:30pm, Board Meeting, 567 Ortiz Ave, Sand City
- September 10th** — 12:30-1:30, Monterey Chamber of Commerce Brown Bag Lunch. "Cost Effective Marketing Strategies for Increasing Profits" Monterey Fairgrounds Turf Club. Free. RSVP to Wendy Brickman, 633-4444.
- September 18th** — 11:45am-1:15pm Power Networking Lunch. \$13 Cash. Jack's in Portola Hotel & Spa, Monterey. RSVP to Donna Aikins, 655-5689.
- September 20th** — 9:00am-11:30am, Saturday Workshop Series. \$10 PWN/\$15 guests. Ream Construction, 567 Ortiz Ave, Sand City. Featuring Jane Deuber. RSVP to Sarah Schupbach, (831) 760-0028.
- September 28th**—5:00-7:00pm, Special Event. Chico's at Del Monte Shopping Center. PWN members and guests receive 10% off purchases. Free.



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THANK YOU!

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

August:
Ann Appel, Appel Insurance Agency

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

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

|| It's Happening at PWN ||

- The **August 16th** Saturday Workshop presented by **Julie Cavassa** of Life Tools Training was an informational and fun experience for the 16 attendees. We learned about differences in personality types based on our degree of **emotion** and **assertiveness**, and how they affect the way we interact with each other.
- One **September 3rd**, **Deborah Lindsay** will be the featured speaker at our monthly membership meeting. She will be talking with us about **Turning Your Business Green**. It's a lot easier than you might think! Did you know Deborah is also running for the Pacific Grove City Council? PWN members are indeed movers and shakers in the community!
- **September 20th** will be another Saturday workshop, this time presented by **Jane Deuber** of Profit Partners. Watch for more info on this exciting workshop coming soon!
- 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.
- And looking down the road, the **Woman of the Year** celebration is coming up **November 5th**. Donations are being accepted for the **Silent Auction**. If you would like to donate an item for the WOTY Silent Auction, you can 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!



Julie Cavassa



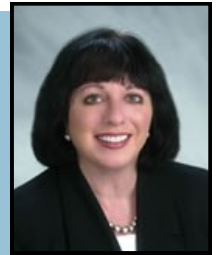
Deborah Lindsay



Jane Deuber



The July 29th outing arranged by Wendy Brickman of bowling at **Monterey Lanes** was a wonderful experience for the women, husbands, and friends that attended. A big **THANK YOU** to Monterey Lanes for welcoming us! Watch for another bowling get together.. details coming soon.



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"It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things."

Anonymous

Testimonials

For: Catheryn Bachman, Creative Pathways
From: Irina Mulvey, CFA, Wells Fargo

I had a wonderful reading done by Catheryn Bachman with Creative Pathways. It was enlightening and inspiring, and I highly recommend her to everyone. Thank you Catheryn!

For: Shirley Kiatta, Elder Care Consultant
From: Lynn Lozier, Attorney at Law

I am working with Shirley Kiatta, Elder Care Consultant, in establishing a conservatorship for an 82 year old woman who has no family to support or protect her. What I am personally discovering about Shirley is that she is a terrific advocate for her elder clients. She has a team of caring individuals whom she sets in place, and she acts not only from years of professional experience as a nurse familiar with local facilities and agencies, but also very much from her big heart. I highly recommend her to anyone who has an aging parent or friend who needs assistance, or perhaps just an attentive ear and a kind voice.

For: Joshua Pastor, Morgan Stanley
From: Wendy Brickman, Brickman Marketing

We had a question about a rollover 401K that had to be put into another account posthaste. We consulted with Joshua Pastor of Morgan Stanley who had all of the answers and lots of valuable suggestions for us. He also has great information about investing trends in green businesses and much more!

For: Cammie Jones, Velegance
From: Laura A. Davis, Esq.

I asked Cammie to help me with the windows in my new office. I knew it really needed something but just didn't know where to start. Wow, what a difference! Cammie really has an eye for color & recommended some great window treatments for my office. She was a

pleasure to work with and I look forward to working with her on my home windows next.

For: Cathy Shue, Insight Eyewear
From: Jean Stallings, Professional Registered Parliamentarian

Thanks to Cathy Shue for her periodic visits to the retirement residence where I live. She adjusts glasses for all of the seniors and also provides a free refillable bottle of glasses cleaner. We all see better, thanks to Cathy and Insight Eyewear.

For: Sarah Schupbach, Cypress Cabinets
From: Suzanne Frueh, CPA

Several weeks ago, I decided to place an advertisement in Networking. Having absolutely no experience in this matter, I asked Sarah Schupbach to help design the ad; WELL, the results exceeded my expectations tenfold!! And the results are here in the newsletter. Sarah not only made the experience absolutely easy (as she did all of the work), her pricing was exceedingly reasonable! Thank you very much, Sarah for this great ad!

For: Julie Cavassa, Life Tools Training
From: Jo Ann Reiter, Inside Shading

After attending Julie's workshop, "Making Sense of Your People Puzzles", I was enlightened and inspired. I was able to use her great information within an hour of leaving the workshop. Julie's presentation and information has been invaluable. I would recommend her workshops to everyone.

For: Dr. Radhika Mohandas
From: Theresa Ream, Ream Construction

I recently needed to see my doctor on short notice and was told she was out of town on vacation and I would need to go to the emergency room, which didn't sound like fun. I remembered Dr. Mohandas and called her. She saw me the same day and prescribed me medication that relived my symptoms within hours. Her costs for visits are very reasonable and she is a very compassionate person. Thank you for taking such good care of me. Dr. Mohandas, you are just what the Doctor ordered!

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“Spread love
everywhere you go.
Let no one ever
come to you
without leaving
happier.”

Mother Teresa



|| Celebrating 25 Years By Grace Darcy, Founding Mother ||

It began simply enough – five great friends attending a Tai Chi class taught by Catherine Elber, who practiced her magic in Carmel Valley. While they did the exercises, these women talked about Networking, an extremely interesting, and quite innovative idea that offered so much to women. They talked of starting a Network to serve the business people who worked and lived in the Monterey Peninsula area. With each Tai Chi session, their resolve grew, and they began to meet weekly in order to finalize their plans to grow the best Women's Network ever!

These women were, alphabetically: Grace Darcy, Susan DuPrie, Meigra Mixer, Candace Snow, and Paula Wainwright. Each woman took her personal ideas to these meetings, and by the end of August in 1983, the women were eager to begin the Network of their dreams.

We set our first Network meeting for mid-September, 1983, in Sunset Center in Carmel, we rented a room and proudly named our new Network the Professional Women's Network of the Monterey Peninsula. We sent Press Releases to newspapers, to the radio stations, and then we waited.

September usually is a pleasant month, and we felt we were ready. Susan designed an attractive Celtic symbol as our logo, and we gathered there and reproduced lots of information to share with those women who would come to our very first meeting. We were so eager and excited as we waited for the women who would come to our meeting to walk in the door. We waited impatiently for the magic hour of 7:00 p.m. to arrive. Then, it started to rain and rain, and it continued to rain until it seemed like at least a millennium.

The time for our first meeting approached, but the rain showed no inclination to cease and continued to "rain on her parade." We became depressed; surely no one would come out on a rain-filled evening like this one – they'd be crazy! Then, slowly a miracle began to take place. The hands of the clock reached 7:00 p.m. Sunset Center's doors flew open, and some amazingly wonderful women began to file into the room as eagerly as if the sun itself had suddenly decided to shine. As these future PWN members quickly filed into the room, our gloom turned into elation as we watched the women take their seats to attend a meeting which obviously was far more important to them than a rain storm.

Thus began the Professional Women's Network – PWN, if you will and this September, PWN celebrates its 25th Anniversary! From five determined women, it has grown to over 200 talented and energetic women, who are and always have been originators of PWN's excellent character and its remarkable growth.

Where are those amazing founding women today? Susan DuPrie left the area; and we have lost touch with her, but PWN still uses the lovely logo Susan designed in the beginning, so many years ago; Candace Snow lives in North Carolina, where she's near her children and has at least one grandson; Meigra Mixer remains in this area and has re-married. She loves her young son, who probably is nearing his teens by now: Grace Darcy continues to write, and she is re-establishing her former newsletter, the Carmel Valley Village Uproar. She's also very involved in family, including five grown grandchildren, several great grandchildren, and a few months ago, a great great grandson. She also has nine cats; Sadly, Paula Wainwright died in 2002. The Carmel Valley Women's Network, which she co-founded, has, over the past three years given a Peace and Justice Award Dinner in Ms. Wainwright's honor, as well as an award to a special community person who is voted to have served his or her community the best.

PWN's founders most sincerely congratulate each member and officer of the Professional Women's Network as it celebrates its 25th Anniversary. All of you are absolutely wonderful – but then, we knew you would be!



Jean Stallings, Grace Darcy, and Sarah Lincoln at the 2006 Woman of the Year Tea





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“I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm and hard work.”

Harry S Truman

|| The Sales Corner By Audrey Pierson ||

You know you are much less compelling when you are unfocused, unclear or scattered, but in fact, many of us are just that when it comes time to sell our products and services.

Before you spend your marketing dollars, make sure you know *exactly* what you intend to offer. You must be very clear about what it is, because your prospect is coming to you for answers and solutions. Let's face it, if they could do whatever you do on their own, they'd be doing it and wouldn't need you.

This may seem obvious, but think about it from your customer's point of view. When they talk with you, do they understand clearly what you do, as well as how they can take advantage of it? What it costs? What they need to do? What you will do?

I often hear my clients surprised that they didn't sell a customer when the whole process "went so well". They had great rapport with the prospect, they were able to discern exactly what the customer needed and they KNOW they offered the right solution. They explained it in detail and believe that the

customer understood the benefits. It seems inconceivable to them that the customer wouldn't buy from them. But was the path to the sale *clear to the customer*?

For example, do you have options or levels of service a customer can choose? Is there a way to start small and grow, as well as a way to get everything you offer in one package? Or is it a "take what I sell or nothing" offer?

Take a close look at your sales process and make sure you aren't forgetting this critical step. Once a prospect is interested, ensure that you present your offer in a clear, concise manner that is *compelling* to your client!

Audrey Pierson is the owner of Secure Your Success, Inc. They teach, motivate and inspire business professionals & their teams to be focused in their sales and business growth efforts. Get in touch with Audrey at audrey@pierson.com or 241-1545.



SALE

|| Back to School Tips by Cammie Jones ||

The kids have been back in school for a few weeks now, but are you still having trouble getting everyone and everything out the door in the morning? If so, Cammie Jones of Cammie Jones Organizing has a few helpful tips about planning and routines that will help the mornings go smoother.

Plan and organize the night before. Either when the kids get in from school or at dinner, check to see what homework needs to be handed in, if there are any special projects and when they are due, or anything special they need to take in with them the next day or next week.

Just like brushing their teeth before bed, designate a time for packing up everything that needs to be taken to school the next morning.

Designate a staging area for everything to be placed. Think of a place where you know you have to see it in order to get to the car, but does not interfere with getting in and out the doors to your home.

Plan out breakfast and lunch the night before. This way, you can lay out items



that can be left on the counter and group items in the refrigerator for easy access in the morning. This avoids the search for jelly or the time needed to open a new jar in the morning.

Develop a quick reference list for the morning and leave it on the counter where you will see it. If you think you need to do something important in the morning, then write it down. That way you don't have to worry about forgetting it.

Just like at night, plan out a routine for everyone to follow in the morning. This is especially helpful for young kids just starting school, and for the older kids who just seem to always run out of time.

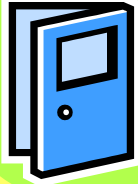
With a little planning, a staging area, and routines for the morning and night before, your mornings should run smoother and everyone be ready to go on time.

Need an organizing expert to jumpstart organizing your house, garage or office? For more organizing help, call Cammie Jones Organizing at 831-394-8419 or email cjorganizing@gmail.com for a free consultation.





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WELCOME

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Kimberly Adams—Kinetic Apparel

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|| Women's Health by Dr. Teki Hegwood ||

Taking Care of the Caregiver—Part 2 of 2

What about cervical cancer? Cervical cancer rates have dropped in this country by 74% between 1955 and 1992 due to the increased use of annual pap smears. Many women however do not follow through as they are done with childbearing, and do not recognize the need to continue these exams.

A virus, Human Papillomavirus (HPV), has been associated with cervical cancer. There are several strains, but two, HPV 16 & 18, are the common associated with cervical cancer (99.7% of cervical cancer is linked with HPV). A quadrivalent vaccine has recently been FDA approved for use in females age 9-26 y.o. for prevention of HPV infection. It vaccinates against 16 & 18, the common causes for cervical cancer, as well as 6 & 11, a viral source for genital warts. So what about those of us that are older than 26? The goal and assumption is that the youth have not had much sexual experience and thus are not already exposed to what is considered a highly prevalent virus. Thus vaccination prevents future infection and thus less risk of cervical cancer.

For those of us 30 and older, the importance of screening along with our routine pap smear is emphasized and encouraged by several organizations including the National Cancer Institute, American Cancer Society, Centers for Disease Control, and American College of OB/GYN. If your provider is not doing it, ask them if it can be included.

Finally, a stage of life that is under-recognized amongst women is perimenopause and menopause. Our lives have been spent timing menses, having our babies, meeting contraceptive need; finally we focus on our careers or retirement as our children leave the home and we have been through many stresses in life. Is it a wonder that the body skips a beat, the periods are no longer regular, sometimes getting heavier, and often irregular? Hot flashes ensue, we can't sleep, and sex is a chore. This is the peak of our life!!! Should we take hormones? What about antidepressants? These answers are not easy. My question as a healthcare provider is 'What do you want for your life?'. Do you want to meet life's challenges, or so you want those changes and challenges to form your life and your future?



Let's pay more attention to the caregiver and give her the care she deserves!

Dr. Teki Hegwood of the Hegwood Medical Group is a Board-certified obstetrician & gynecologist providing care to women of all ages including contraceptive counseling, obstetric care, well woman visits, infertility evaluation and counseling, and peri-menopausal and menopausal care. She can be reached at 649-9000.





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

PO Box 1489
Seaside, CA 93955

www.pwnmonterey.org



|| Featured Board Member: Kelly Olsen ||

Board Member Name: Kelly Lynn Olsen

Board Member Position: Showcase Chair

What do you see as your role in this position? My role as Showcase Chair is to help members get exposure at membership meetings and promote their business in this unique and fun way.

What are your goals as a PWN Board member this year? My goals coming onto the Board were to gain exposure for my new business, Bella Donna Nail Studio and Boutique, as well as get to know other professional businesswomen in the community.

Tell us about your business. I've been a manicurist for seven years and have worked in local salons as well as out of my home, but have now been fortunate enough to open my very own salon.

It's been an incredible experience stepping out on my own, establishing my business identity, and hiring my very first employee, Gina Ericksen (who is offering 20% off to PWN members through the end of September!). We offer manicures, pedicures, and acrylics, and do most of the work by hand for an extra special touch. Minimizing the usage of drills maintains the integrity and health of your nails since we don't drill on your natural nail or cuticle. When you visit Bella Donna Nail Studio, you'll be treated to a warm and comfortable atmosphere and great conversation!

Anything else you would like PWN members to know? I must say I am very proud to be a PWN member and serve on the Board—it's been an incredible and fun experience this year! The last 12 months have been busy for me—I got married in October, joined PWN in November, opened my business in February, joined the PWN board in April, hired my first employee in August, and the year's not over yet! I look forward to continued involvement in PWN and getting to know more amazing women. Thank you to everyone that has supported me and my crazy ideas!



|| Your 2008 Board of Directors ||

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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