



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 4, April 2009

Letter From the President:



Audrey Pierson
President 2009

MAKING THE PWN CONNECTION

Are you making the most of your PWN membership? If you're not regularly making connections with fellow members, then you're not getting all you can from PWN. There are so many ways to connect and an equal number of reasons to do so.

For example, you might stop by the retail stores of some of our members and find the perfect outfit for your next night on the town. You could spend some time in the soothing hands of our members who treat you to the wonders of facials and massages. Perhaps you can connect with a PWN doctor or dentist who will help to keep you healthy and sound.

It's also possible that you've met someone at a PWN meeting or luncheon and simply thought you'd like to know her better. By sharing what you do with others, you not only create the possibility of future work, either with that person directly or by their referral of you, you also

just might make a new friend.

I've been a PWN member for over 17 years. I've created some wonderful and profitable business relationships, grown as a person through participation in committees and on the board and made lifelong friends.

Every one of those connections supports me now as I care for my husband through an illness. I've counted on my PWN network to help me with services, referrals and even emotional support. Believe me, I don't take any of it for granted!

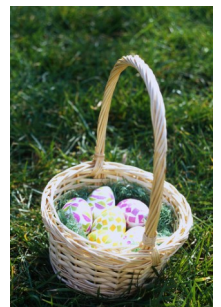
PWN is a community where you can receive as much as and more than you give. I recommend you make as many connections as you can and offer your help to others. You'll be amazed at what you get back.

Audrey Pierson – 2009 PWN President

Secure Your Success, Inc., www.SecureYourSuccessInc.com

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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.





MEMBERSHIP DRIVE 2009 is HERE!!!

Start planning for the Annual Spring Mixer on May 6. At this meeting we will be giving a **\$100 gift card** from the **Del Monte Shopping Center** to the PWN member that gets the most people to sign up for a PWN membership before April 1st. Make your list of who you know and start inviting them NOW!





|| It's Happening in April at PWN ||

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
30	31	1 PWN Meeting "Create Your Future Now" by Marcia Weider 5:45-7:45 @ Hyatt 1 Old Golf Course Rd (Regency Grand Ballroom) FREE	2 	3	4/5
6	7 PWN's Your Town Radio , 1240AM KNRY, Hosted by Wendy Brickman 5:00-6:00pm	8 MPCC Brown Bag: "Perfect Planning Makes the Perfect Event" by Kelly Baldwin of the Monterey Fairgrounds. 12:30-1:30 Turf Club, Fairgrounds FREE. RSVP to Wendy Brickman 633-4444	9 	10	11/12 Easter Sunday 
13 RSVP deadline for SVBWN lunch	14 	15 SVBWN Luncheon 11:30-1:00 Steinbeck Center, 1 Main Street, Salinas \$25 www.svbwn.org	16 Power Networking Lunch: 11:45-1:30 Jack's @ Portola Hotel, \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	17	18/19
20	21	22 MPCC Trade Show: Monterey Sustainable Business Showcase Monterey Conference Center 3-7pm. Info: 648-5356	23	24	25/26 Big Sur Marathon 4/26
27	28	29 May PWN Newsletter Publication date. <i>Don't forget to submit your testimonials!</i>	30	1	2

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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



**Thank You to
our April
Meeting Food
Sponsors:**

**Jeanette Kern
Dentist**

**JoAnn Reiter,
Inside Shading**

Testimonials

For: Ann Love McPherson, Love Realty
From: Marjie Keating at Energizing Solutions Hypnotherapy

Thank you Ann for a lot of work locating office space for me. Many thanks for your hard work.

For: Theresa Ream, Cypress Cabinets
From: Joanne Shiffman, Aesthetics & Genetics by the Bay

Cypress Cabinets did my Carmel home kitchen several years ago and it looks like something out of a magazine! A representative came to my home and together we planned all the cabinets and pull out drawers and colors. He created a computer image so I could visualize the results. I loved my trash and recycling center drawers as well as my pullout pantry drawers. Cypress Cabinets were very professional and when all the pieces came together it was perfect! I would be happy to share pictures if you like!

For: Jane Deuber, Profit Partners
From: Wendy Brickman, Brickman Marketing

A huge thanks to Jane Deuber for a wonderful Business Breakthrough Experience class. I learned so much about online marketing, and I very much appreciate her extensive website knowledge and motivation! It's a whole new virtual online universe out there and this steep learning curve was more easily mastered in Jane's course! It was also fun to work in the group environment too - we learned a great deal from one another! Thanks, Jane, for all that you do to help entrepreneurs!

For: Shirley Kiatta, Elder Care Consultant
From: Leslie Bruhn, CPA

I knew and loved Shirley already, and I assumed because of who she is, that she would be good at her job. She's not good; she's brilliant. You do not even have to know what questions to ask or where you need help. Whether you have aging parents or you have questions about your own future well-being and care, she's the place to start. If you are like me and my and my sisters, you won't even want to have the conversation. That's the perfect time to talk to Shirley.

For: Jeanette Kern, DDS
From: Marion Gellatly, Powerful Presence

I'm not one who enjoys going to the dentist, but Jeanette and her staff made me feel like I was at a spa. I was pampered and made comfortable with her state-of-the-art equipment and techniques. It's what I call a "platinum experience".

For: Audrey Pierson, Secure Your Success, Inc.
From: Tina Zmak, Zmak Creative

After receiving one of Audrey's helpful business success strategy emails, I referred my business partner to her for a one-hour consultation. In that one hour, Audrey helped him focus his message and identify appropriate communication vehicles. The following week, he made a presentation to a local group, secured several business inquiries, and a brand new client. Thanks, Audrey, for sharing your sales strategies. They really work!

For: Patricia Major, Small World Web Services
From: Marjie Keating, Energizing Solutions Hypnotherapy

For putting my new website together. It looks just great and very creative. She's been patient with me for being a non-techie person. Check out

www.healthypowersolutions.com



Dr. Jeanette Kern

At Dr. Kern's office patients are like family. Dr. Kern and her team take incredible pride in delivering exceptional care in a relaxing environment.

JEANETTE KERN, DDS

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- 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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Keep Reading!
There are MORE
testimonials on
the next page!!





**“Far and away
the best prize
that life offers is
the chance to
work hard at
work worth
doing.”**

**—Theodore
Roosevelt**

Testimonials—Continued

For: Audrey Pierson, Secure Your Success, Inc
From: Sandra Collingwood, Collingwood Carpet Care

There is nothing to equal the fresh eyes of an expert. And Audrey is an expert! Although happy with my overall marketing plan, I felt something was missing. Audrey helped me to fill in the missing pieces through some simple suggestions with powerful impact. I would highly recommend her service to anyone seeking improvement or ideas for their marketing program. You'll be encouraged, feel inspired and be more confident in making the right marketing decisions in the future.

For: Jane Deuber, Profit Partners
From: Sherri Coffelt, Energia Body Center

I am in the Accelerated Web Launch program led by Jane Deuber and it is jam packed with information, value, and of course Jane's amazing insight and wisdom. Jane shares everything she's learned in creating her successful businesses, and the program gives you step by step instructions to creating a web based business that we all know is the future for many of us. If you are interested in successfully selling your products or services on the internet, this investment is well worth it.

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

Thank you Wendy, for writing a publicity release. Two days in **The Herald**. Very nice and timely.

For: Ric Valentine, Acupuncture
From: JoAnn Reiter, Inside Shading

My husband went to see Ric Valentine, Acupuncturist for pain in his hand and after 3 treatments he has been pain free for over 1 month. Thank you Ric for your caring and thorough treatments.

For: Jeanette Kern, DDS
From: Wendy Brickman, Brickman Marketing

I just enjoyed a Zoom Teeth Whitening treatment at Dr. Jeannette Kern's dental office! Not only are the results simply amazing, but the high level of customer service is unrivaled at any other dental office I've visited. Her well-trained, caring, compassionate staff makes everyone so comfortable with a heated neck pillow, their favorite music, bottled water, and attentive dental care. Their teeth cleaning is wonderful, too. Check it out!!!

For: Zee Labega, Web Smart Marketing Videos
From: Marjie Keating, Energizing Solutions Hypnotherapy

for her shooting our video and editing plus going to the beach with me. Thanks for putting it on youtube.com.

For: Sandra Collingwood, Super Spotter
From: Suzette Lawrence, Transfer Factor

I tried Sandra's Super Spotter because it is a green product and WOW it really worked on some set in food stains on a white cotton shirt, they washed right out. I can easily recommend Super Spotter and encourage everyone to try it. Safe household products are hard to find! Thanks Sandra!



|| About our April Speaker: Marsha Weider ||

This information, and more, can be found on Marsha's website at www.dreamcoach.com

As America's Dream Coach®, Marcia Wieder travels the world - an ambassador for making dreams real. She's known for giving inspiring and moving talks to notable companies such as AT&T, The Gap and American Express.

In addition to being a charismatic speaker, she's the renowned author of four books dedicated to achieving your dreams: [Making Your Dreams Come True®](#), *Life is But a Dream*, *Dreams are Whispers From the Soul* and [Doing Less and Having More](#). She's also a syndicated columnist for The San Francisco Chronicle, in which she urges readers to take "The Great Dream Challenge"- a call to arms for dreamers from all walks of life.



Appearing several times on Oprah and The Today Show, she's shared her message of a "passion-filled life" with millions of viewers. Equally exciting was the PBS featured national television special, [Making Your Dreams Come True®](#), the namesake of her popular selling book, which has also been translated into numerous languages.

With a growing world-wide audience, receptive and eager to achieve their dreams and support others in doing the same, Marcia founded [Dream University](#), where she has certified close to 1000 Dream Coaches to lead her masterful work. Many have their own successful practices, and others have brought her powerful message into their companies, communities, and even schools.

It is her belief that "each of our personal dreams matter, and are worth achieving" strikes a chord in everyone, everywhere.

Business Consulting
Financial Planning
Tax Minimization
Wealth Building

Suzanne Frueh
Certified Public Accountant

625-5982
sfrueh@ca-taxes.com

Supporting Women in Business for over 25 Years.

|| Saturday Workshop with Susan Raab ||



Susan Raab of Content Wheel Inc. spent the Saturday morning of March 21st teaching 32 eager listeners all about the wildly popular social networking website, Facebook. From setting up your page to making it a viable networking utility, Susan covered it all.

If you missed the workshop, but would like to know more about Facebook, contact Susan Raab at (831) 626-0406 or visit her website at www.contentwheel.com.





March's PWN Meeting



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New Members

Clarissa Conn—Angels Mirror Us
 582-2864
 amu@redshift.com

Rosemary Sanders—KNRY AM1240
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 rosemarybrownsanders@lycos.com

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 suzettelawrence4life@yahoo.com

Ric Valentine—Ric Valentine Acupuncture
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WELCOME



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Network of the
Monterey Peninsula**

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www.smallworldweb.com

||| Featured Board Member: Patricia Major |||

Board Member Name: Patricia Major

Board Member Position: Tech Chair

What do you see as your role in this position?

Ensuring that members get as much as possible from the PWN website and computer-related tools.

What are your goals as a PWN Board member this year?

To have fun, to jump into PWN with both feet, and to contribute whatever I can towards making it easy to use PWN technology.

Tell us about you and your business.

My business is Small World Web Svcs, and I create affordable websites for technology-challenged entrepreneurs. I've worn many hats and have lots of interests, but being a website designer combines what I love: creativity, service, technology, people, and problem-solving. I especially love helping people with technology.

It turns out that lots of people need websites but are either too busy to deal with it or are uncomfortable with computer technology. One of my recent clients didn't even know how to use email, and now he sells his training videos online, and that made me feel like I'd made a real difference. I also love hearing about people's dreams and goals, and that helps me zero in on what they really want and need for their websites and some of the tools (like email) that they use. I keep the high-tech stuff to a minimum, unless it's really needed. Simplicity and visibility are usually more important than flashing images and wild music, so maybe my maturity (translate: getting older and newer at the same time!) is an asset in this field.

Anything else you want PWN members to know?

When I first joined PWN, several years ago, I came in with the idea that it was going to bring me more business. I was feeling scared about being in business for myself, and was frankly, kind of desperate. I wasn't thinking of contributing, and only wanted to make more money. PWN did help increase my business, but after moving away for a while, I have returned with a completely different attitude, and what do you know – my business is now booming. Not because I am selling myself at PWN, but just by enjoying myself here. I focus less on selling what I do and I listen more, and somehow it opens the door for clients when I need them. I am on the Board because I've discovered that I feel better about myself when I am being of service, and when I feel better, my business thrives. Not the formula I thought would work, but my business is now doing better than ever. And a lot of my business comes through PWN, either directly or by referral. My wish for every PWN member is that you enjoy networking and being a part of PWN, and that as you continue to have fun, the by-product will be success beyond your wildest dreams.



||| Your 2009 Board of Directors |||

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