



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 8, August 2009

Letter From the President:



Audrey Pierson
President 2009

What Are You Doing With Your Summer?

I just love the summertime. As it stays light later, I feel more motivated to keep working into the evening, and I find that I'm open to so many new ideas and opportunities. What about you? How are you spending your summer?

In my consulting business I sometimes hear that it's hard to sell your product or service during the summer because so many people are on vacation. This year I've noticed that many more of us are staying close to home to save money and enjoy the beauty of the Peninsula. So if our "market" has not left, we should still be out there as well.

Our next meeting provides you with a great way to make sure you stay at the top of your business game. Come to the Hyatt on August 5th to hear Joanne Black, author of *No More Cold Calling*, speak about her common-sense approach to referrals that leaves people wishing they had started down this road years ago. Her presentation is a not-to-miss introduction to the benefits of referral selling.

Joanne's 30-year career has encompassed owning two companies and holding sales and sales management positions with two major consulting and training firms. Over the last 12 years, Joanne has built her business solely on referrals. As a sales trainer myself, I can't wait to hear Joanne speak!

Whatever your product or service, if you aren't selling, you aren't making money. Don't be afraid of the sales process. Learn how to do it skillfully and earn more. I'll see you on August 5th as we learn how the power of referrals will build our client base, turn every new client into a source of more sales and leverage referral results to impact the bottom line. Bring your friends – this is one meeting you won't want to miss!

Inside this issue:

Calendar	2
Testimonials	3
Coming in August & Member in the News & Riddle	4
July Meeting & New Members	5
Featured Board Member & Board of Directors List	6

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.

Audrey Pierson – 2009 PWN President
Secure Your Success, Inc., www.SecureYourSuccessInc.com


NETWORKING 101

Keep Moving! At most networking events, people want to mingle and meet more than just one or two others. Don't monopolize *anyone's* time. If you're networking over the phone or by email, remember that the person you're speaking with has a life that extends beyond you and your needs and interests.





It's Happening in August at PWN!

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
3	4 PWN's Your Town Radio Show, 1240AM KNRY, Hosted by Wendy Brickman 5:00-6:00pm	5 PWN Meeting "Harness the Power of Referrals" by Joann Black. 5:45pm @ Hyatt (Regency Grand Ballroom) 1 Old Golf Course Rd Free	6 	7 Salinas Airshow, Salinas Municipal Airport 	8/9
10	11	12 MPCC Brown Bag: "De-Stress and De-Compress" by Marilyn Wheeler, The Healthy Way. 12:30-1:30. Monterey Pacific Library. FREE. RSVP to Wendy Brickman 633-4444	13 	14  REEL IN THE FUN at the monterey county fair AUGUST 12 - 16, 2009	15/16 
17	18	19 PWN Board Meeting, Disaster Kleenup Specialists office, 567 Ortiz Avenue, Sand City 5:30-7:00pm	20 Power Networking Lunch: 11:45-1:30 Jack's @ Portola Hotel & Spa, \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	21	22/23 Sand City West End Celebration 
24	25	26 September issue of Networking Publication date.	27	28	29/30

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LOOK!



SHOWCASES FOR THE AUGUST MEETING:

- Alice Cura of Talino Design
- Diane Glim of Monterey County Weekly
- Jennifer Mirich of Cypress Cabinets
- Michele Reese of Juice PLUS+

Don't miss it!



Testimonials

For: Kathleen Marcus, Purrfurably Cats

From: JoAnn Reiter, Inside Shading

I want to thank Dr. Kathleen Marcus, DVM from Purrfurably Cats for taking care of my cat "Bunny" on such short notice. She is so kind and made me feel secure in her care for my cat. I would highly recommend Dr. Marcus for all you cat owners that may need a helping hand.

For: J.W. Winslow, Fresh Art

From: Wendy Brickman, Brickman Marketing

For all of us busy business people, isn't it a great idea to take the time to relax and escape with a good book this summer? Be sure to read *Jasmine Dogs: Mystic Adventures in Big Sur*, the new novel by PWN member, J.W. Winslow. She has written an intriguing and fast-moving story of a screenwriter who often works on projects in Los Angeles, but lives and thrives as an artist in Big Sur. When she meets a well-known actor and becomes involved with him and his troubled daughter, she also ultimately learns the mystery of Big Sur's mysterious *Jasmine Dogs*. The book is a fun treasure trove of local references that PWN members will enjoy. Check it out!

For: Cathy Shue, InSight Eyewear

From: JoAnn Reiter, Inside Shading

Thank you to Cathy Shue and her staff at InSight Eyewear for helping me with my new glasses and choice of lenses. I appreciated being able to walk in and get helped with cheerful people.

For: Theresa Ream, Disaster Kleenup Specialists

From: Jeanette Kern, DDS

Marco, from Disaster Kleenup Specialists, was a knight in shining armor. My daughter's room had a leak from, well that was the problem, we didn't know where!! Marco was punctual, polite, and efficient. Carpet and pad were dried out, windows were checked, he used a special instrument to sniff out moisture in the walls, and the roof was inspected for problem areas. Her new carpet and padding looks great and smells great! Thanks for a job well done. I would highly recommend DKS for any household emergency—a company you can trust.

For: JoAnn Reiter, Inside Shading

From: Laurie Bend, Bend Chiropractic Center

I recommend PWN members use the services of Joann Reiter with Inside Shading for any window treatment needs. This past month, Joann came to our office to measure one window for blinds. After I chose my new set of blinds, she offered to measure all my other windows and give me a complimentary estimate to put new blinds throughout our office. I was thrilled with the low

price she came back to me with. It was definitely within our budget! A few weeks later, the blinds were installed and it has made a huge difference in the look and feel of our office. We couldn't be happier with the quality product and personal service we received from Joann. Thank you Inside Shading for a job well done!

For: Theresa Ream, Disaster Kleenup Specialists

From: Ann Appel, Appel Insurance Agency

I had Disaster Klennup Specialists respond to one of my clients commercial properties when it got flooded by a broken pipe on a Sunday. They got there fast, explained the situation and remedied the problem quickly. Thank you for making us both look good!

For: Marjorie Keating, Energizing Solutions Hypnotherapy

From: Cammie Jones, Cammie Jones Organizing

What a wonderful relaxing experience I had with Marjorie. She made me feel completely comfortable and I have been sleeping wonderfully ever since. If you are looking for a gentle solution then give Marjorie a call & learn how to really relax. You will be glad you did.

For: Jeanette Kern, DDS

From: Tina Zmak, Zmak Creative

Over the last several months, I've visited Dr. Jeanette Kern for a few different dental procedures, from regular exams and cleanings to replacing aging fillings. Dr. Kern and her staff provide a gentle, caring experience from the moment you walk through the door. Not only do they deliver top-quality service, but they genuinely care about you and your comfort from the beginning to the end of the visit. And the paraffin hand dip is a really nice amenity! Thanks, Dr. Kern.

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|| The August PWN Meeting ||

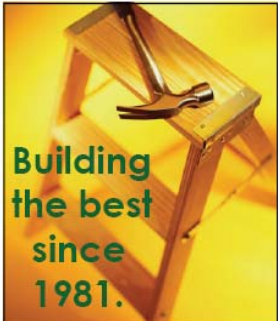
Our presenter, **Joanne Black**, is a leader with integrity, determination, and the clarity to see how conventional sales "wisdom" isn't always so effective. With these core qualities, Joanne guides client companies to where they want to go, steering them away from inefficient and ineffective business practices, and giving them clear directions towards business growth and success.



With over 30 years of sales training and consulting experience, Joanne's philosophy is that *no one should ever have to make a cold call*. Some may see this as heretical thinking, but for Joanne Black – and her clients – there is an alternative. It's called referral selling.

If you would like to know more about Joanne Black, check out her website: www.nomorecoldcalling.com. There you can learn more about Joanne, read plenty of free articles, and see testimonials of her clients that have taken Joanne's advice and reaped the benefits.

Please join us on August 5th — see you there!



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|| Congratulations Marion! ||



Marion Gellatly of Powerful Presence has been a very active leader in the Association of Image Consultants International and served as the organization's 2005-2007 International President. AICI has members in over 50 countries and is a global network of image consultants who transform, empower and inspire all people to reach their greatest potential.



Last month Marion attended AICI's annual conference and at the Gala Celebration, her peers chose to honor her with the prestigious Award of Excellence for Marion's participation and contribution to their industry. "I was humbled and honored by this recognition as there is only one possible recipient each year, and in some years none. I'm still floating on Cloud 9." reported Marion.

From all of us at PWN... **congratulations!!**

PWN RIDDLE

Be the first to answer this question by emailing Sarah at sarah_schupbach@hotmail.com and win **\$\$\$25 PWN Bucks\$\$\$!**

Who is Showcasing at the August 5th PWN meeting?



Special Thanks to Jim Vossen KNRV 1240AM Radio for the PWN Your Town radio and TV show. Our show airs on both KNRV and Amp Cable Channel 24 on the first Tuesday of each month from 5:00pm—6:00pm.

If you are interested in appearing on the program, contact the show's host Wendy Brickman at 633-4444 or brickman@brickmanmarketing.com

*** Watch past episodes at http://pwnmonterey.org/tv_links.asp

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July's PWN Meeting



More Community Visibility In 2009! By Wendy Brickman

As Publicity Chair this year, I've been looking for some innovative ways to get PWN's name out in the community. Here's the latest...

- We wrote an application for PWN to be considered for a **Business Excellence Award** (BEA) from the Monterey Peninsula Chamber of Commerce and we are a finalist! We also decorated a table at the July 23rd BEA event for additional visibility.
- PWN is also now featured on the Resource page on the Monterey Peninsula Chamber of Commerce website and we've featured the Monterey Chamber on the front page of the PWN website.
- A number of PWN members are volunteering on **Saturday, August 15th** at the **Monterey County Fair** between Noon and 9 PM. Be sure to stop by and say hello if you're at the Fair that day. Volunteers will be at the table just inside **Gate 5**. Also a big thanks to PWN sponsors of the Fair which include Compass Group (Cammie Jones & colleagues), Disaster Kleenup Specialists, Dr. Jeanette Kern, Shirley Kiatta, Lynn Lozier and Dr. Maki Takishima.
- The Your Town Radio & Television Show hosted by PWN is now archived on the website every month. Plus, it's aired live on KNRY and AMP Cable Channel 24.



All of this increased visibility will lead to new members plus added business for our existing members. Thanks to all of our wonderful PWN volunteers for trying some new things this year!

New Members

Mary Claypool—Claypool & Claypool Consulting
394-0216

maryclaypool@sbcglobal.net

A consulting business focusing on grant writing and monitoring, report writing, and contract/ project management. We also develop flyers and newsletters. The business brings 60 years of experience to your project at an affordable price.

Karen Hunting — Artful Marketing Solutions
659-2254

karen@karenhunting.com

Eye-catching, meaningful logos, accompanied by catch-phrases and advertising copy custom-tailored to promote your product and business are a joy for me to create. A proven professional with decades of success to my credit and to my clients' delight.

Anita Jaeger—The Looking Glass
594 2848

anitaj@sbcglobal.net

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**Professional Women's
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Monterey Peninsula**

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|| Featured Board Member: Denise Kaku ||

Board Member Name: Denise Kaku

Board Member Position: Vice President

What do you see as your role in this position?

Helping the President on ad hoc projects and assignments. Serving as the Chairperson of the Board & Committee Development. Preside at board meetings in the absence of the President. Assist the President as required. Coordinate meeting site logistics for our events at the Hyatt.



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

To use my skills and experience as an organization development consultant and leadership coach to further build a high performing team that excels at delighting the membership with delivery of dynamic, informative and timely programs that build business relationships.

Tell us about you and your business.

I have over 20 years of experience as a business consultant/coach. I am a former CPA and worked as an Internal Revenue Agent for IRS for 16 years before going back to school and getting my Master Degree in Organization Development. I have two coaching certifications and specialize in helping people be more powerful in leading their lives and their businesses. I believe that blending my knowledge of finances with leadership coaching and organizational functioning brings a unique offer to businesswomen who are looking to accelerate their ability to create more wealth, joy and meaning in their lives. My philosophy is to make it easy, keep it simple and do the work.

I love the word abundance because it is a much larger concept than just increasing our net worth. For me, it is about enlarging our life in such a way that we feel truly alive in each moment; on purpose, focused and joy filled. My services help businesswomen move with greater intention, efficiency and ease continuously improving their bottom line – however one chooses to define it.

|| Your 2009 Board of Directors ||

Audrey Pierson, President

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241-1545

Denise Kaku, Vice President

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624-6525

Donna Brandt, Treasurer

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917-6515

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