



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 1, January 2009

Letter From the President:



Audrey Pierson
President 2009

Welcome to the New Year at PWN! I am so thrilled and honored to be your president for 2009 and I'm really looking forward to a wonderful year together.

The first order of business is a tremendous THANK YOU to Theresa Ream and the entire 2008 PWN Board of Directors! They not only did an incredible amount of work over the year to get our network on track, they made PWN a home for every one of us to enjoy and support. Networking is alive and well! Thank you Theresa, Denise, Suzanne, Mary Jeanne, Kelly, Sarah, Natalie, Jeanette, Wendy, Vicki, Lori, Donna, Sandra & Jean!

I'm very excited getting to work with this year's Board of amazing women. Each one has dedicated themselves to making PWN an organization you will find extremely worthwhile.

This year I want to encourage all of you to participate actively in PWN in a way that fits your own style. PWN is all about business, networking and supporting each other and that starts with a contribution from each of us. And there are so many ways to contribute!

One way that I particularly encourage at the start of 2009 is that you offer to serve on one of the many committees that keep PWN running smoothly. When we work in committees we not only make everyone's job easier, we also get to know more of our members better. We form friendships, gain referrals and have fun! Who said business is only work? Come on out and play with us. I know you'll be glad you did!

Remember, people do business with people they know, like and trust. You won't find a better place to get known, be liked and form relationships that translate into more business.

When I originally joined PWN, I did so to promote my former business. It was relatively new and I was networking everywhere to increase sales. That was my main focus and it worked. Over time, I realized it was PWN, more than any other group or activity, that built the most business.

But here's the biggest bonus I received! Virtually every one of my best friends is a PWN member - and we weren't friends before we joined. How did it happen? Simple. We served on the board and other committees together and got to know one another. In most cases we did business together, but even when we didn't, we still formed a lasting bond.

So I invite you to fully participate in PWN this year. And I challenge you to truly commit and work on a committee or a specific project, like our Woman of the Year event or the Spring Mixer, or anything that interests you. The main point is to participate. You'll enjoy it and we'll enjoy getting to know you better!

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.

|| Networking Nuggets ||

Be able to tell people about what it is you do in **nine words or less** – make it dynamic enough for them to ask more about you. For instance, someone I recently met told me *"I help small businesses attract more clients"*. Now being a small business myself I'd want to know how she does this. Get the picture?




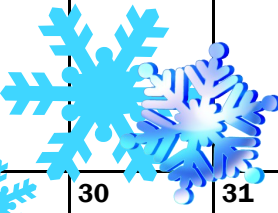

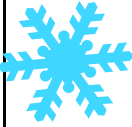
2008 WOTY Sponsors Thank You!



Ann Appel



It's Happening in January at PWN

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
5 HAPPY NEW YEAR!	6	7 PWN Meeting Dina Eastwood 5:45-7:45 @ Hyatt 1 Old Golf Course Rd (held in Grove Room) FREE	8 	9	10/11
12	13	14 MPCC Brown Bag Lunch: "Your Virtual Footprint" by Randolph John. 12:30-1:30 Turf Club, Fairground FREE RSVP to Wendy Brickman 633-4444	15 Power Networking Lunch: 11:45-1:30 Jack's @ Portola Hotel \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	16	17/18 PWN 2009 Board Retreat
19 RSVP deadline for SVBWN lunch	20 <i>Inauguration Day</i>	21 SVBWN Luncheon 11:30-1:00 Steinbeck Center, 1 Main Street, Salinas \$25 www.svbwn.org	22	23 	24/25
26	27	28 February PWN Newsletter Publication date. <i>Don't forget to submit your testimonials!</i>	29 	30 	31

Fill your calendars with PWN events!

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Testimonials

For: Carol Lynn Young, Carol Lynn Young Skincare

From: Theresa Ream, Ream Construction

I had several clinical facial treatments recently by Carol Young and am delighted with the results. I had Ultrasonic cleansing; Bio-Peptide/Pineapple/Papaya Enzyme Peel for deep exfoliation, decongesting, & anti-aging plumping; followed by Norwegian Arctic Algae mask with Wheatgrass and Sage for purification, hydration, and to combat free radicals. My skin was bright & fresh after all this intensive infusion of cosmeceutical healthy skin fitness therapy. Thank you Carol!

For: Kelly Olsen, Bella Donna Nail Studio & Boutique

From: Wendy Brickman, Brickman Marketing

Do you want to be pampered from your head to your toes? Do you want to feel absolutely fabulous in your business meetings or at the spa? Then, make an appointment with Kelly Olsen of Bella Donna to have a fabulous manicure and pedicure in her spacious, comfortable studio in Sand City. She's the best!

For: Excel Carpet Cleaning
From: Suzanne Frueh, CPA

I had my carpets cleaned by Excel Carpet Cleaning – I am really pleased with the outcome and Jason is a cutie!

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

I would like to compliment Dr. Jeanette Kern on running an amazing dental office. From her attentive well-trained and caring staff to

the outstanding blend of traditional tools and new technology used for patient care, I know I am in great hands. Jeanette's ongoing dedication to continuing education and extra courses is also very impressive! I am so happy to have found this high level of dental excellence right here on the Monterey Peninsula.

For: Gwen Brooks, Comcast Spotlight
From: Patricia Major, Small World Web Services

I love the way PWN works, and have a special thank you for Gwen Brooks for referring me to a wonderful new client. Gwen and I have decided to pay more attention to our mutual clients' needs by making sure they have BOTH advertising through Gwen at Comcast and a great website through Small World Web Svcs. Thanks, Gwen, for making that work, and I look forward to reciprocating. This is networking at its best!

For: Wendy Brickman, Brickman Marketing
From: Joyce Newell, Pinnacle Business Systems

Many thanks to Wendy Brickman of Brickman Marketing and the PWN Board for helping to initiate more social outings for PWN members this past year. Most recently, Wendy invited us to come out and celebrate with her at a recent Mike Beck & the Bohemian Saints concert at the Pelican Tavern on Dec. 26th. I enjoyed talking with Wendy, listening to a fantastic local band in a relaxed setting, and dancing off some of those holiday calories. Thanks, Wendy, for getting us out of our homes and offices to enjoy some fabulous music with you, as well as other terrific outings in 2008.

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Clint Eastwood met Dina Ruiz in 1992 at his Mission Ranch property in Carmel when she was a news anchor for KSBW. He says they “flirted a little” during the interview.



|| A Little More About Dina Eastwood ||

The following is an excerpt from an Article that appeared in Carmel Magazine back in Spring 2007, written by Brett Wilbur. The article, in its entirety can be read at <http://www.carmelmagazine.com/archive/07sp/dina-eastwood.shtml>

Dina Eastwood is running late. She calls to explain: “Clint hasn’t been home in a week and just walked in the door, we’ve got one kid who just called because she needs a ride, and I’ve got a herniated disk in my back and I need to go to Long’s to get a prescription.”

An hour later, when she arrives at Tehama—the Carmel Valley golf club and property her husband developed—she is full of apologies.

Eastwood has recently returned from attending the Academy Awards with her husband, who was up for best picture and best director for his critically acclaimed, “Letters From Iwo Jima.” The film won for best sound editing.

“It’s different than ‘Million Dollar Baby,’” Eastwood says, “when you’re high all night with win, win, win. I was counting the hours until we were done with it. Because I need to get back into reality: get back into getting kids to school on time, because the mother shop doesn’t stop.”

Eastwood has been a KSBW TV news anchor, a movie actress and a “Candid Camera” host. She’s currently PTA president at her daughter’s school, a magazine writer and on the boards of multiple nonprofits. But she insists she’s not worthy of a magazine cover.

“Are you sure you want to do this?” she asks. “You might be making a big mistake. It’s not too late to change your mind.”

Later, Eastwood sat down with Carmel Magazine to talk over lunch.

Carmel Magazine: I’m wondering about all those components in your life and how you juggle them.

Dina Eastwood: I don’t do it very well. I was an hour late to this! I’m just a crap planner.

CM: Do you say yes too much?

DE: No, not anymore. But when I do start spinning out complaining, I do an awful lot of pinching [myself] that I don’t have to go to a job anymore. Not that I wouldn’t like that. Because I loved working. And you might think I’m blowing smoke. But you can focus what you’re doing when you’re going to work. I’m so much more organized when I do sit in [and do the 5pm news] at KSBW.

CM: If you don’t have that going-to-work side, what do you do to feel stimulated?

DE: I must volunteer on nonprofit projects to feel fulfilled, and I started taking classes at MPC last year to get my interior design certificate. Because I am a person who is going to fill every single hour of the day, and yes, I complain about it every hour of the day. Being married to Clint is almost a full-time job, just trying to keep up with him. I also try to be a very present mom. But I don’t want to make myself look too good because I didn’t take either kid to school this morning. Being somebody who’s been in the workforce since age 15, I do realize I’m very lucky that I don’t have to be anywhere at a certain time of day.





|| A New You Exploration by Jane Deuber ||

Are you prepared to have your best year yet - in business and in life?

Have you taken time to imagine the possibilities for your business in 2009?

Do you have a strategy for creating higher profits in the coming year?

If your answer is no, it's time to go on a Vision Quest!

In truth, a Vision Quest is simply a fancy name for giving ourselves permission to want something more - to dream a bigger dream for ourselves and our business. It brings clarity and focus to our business and becomes the fuel that inspires us to take the steps we need to take, make the calls we are afraid to make, and stay focused on our plan long enough to see results.

If you think you might benefit from starting the year inspired, focused, and committed to your business then here are six steps you'll want to take.

Reflect - Take time to list on paper all the wonderful things that took place in 2008. List both the big and the small wins, recognizing that it is often the little things that make up a great year.

Celebrate - Honor yourself for all you did accomplish and let go of the urge to lament about the things that did not get done. When we celebrate the wins we find the courage to try again.

Dream - Ask yourself, "What would I attempt to do if I knew I could not fail? What long-held goal would I truly like to go for?" Write down everything that comes up and

trust the process.

Decide - Of all the desires you uncovered, which ones will you go for this year? Which will bring you closer to the business vision you've held in your heart? Which ones will make your heart sing?

Plan - If you fail to plan, you plan to fail. Let 2009 be the year you begin with a well thought out plan. This takes time, but your reward will be clarity, peace of mind and the magic of seeing your vision become a reality.

Do - This is where so many of us stumble. But the truth remains that when we have taken the first five steps and have a plan for turning the vision into reality, the doing becomes much easier.

Why not make 2009 your best year yet by giving yourself the gift of a Vision Quest? This time next year, we can celebrate our successes together!

*To get free support from Jane on how to create a plan to turn your vision into a reality, visit her website at www.yourprofitpartners.com. Click on the link for her **Business Innovation Quiz** and receive instant access to **The Entrepreneurial Advantage** - A complimentary audio and workbook to becoming a more effective entrepreneur. Or call Jane at 831-375-6856.*



|| New Members ||

Jeannie Scheel—Scheel Construction
783-0151
scheelconstruction@hotmail.com

Maria Lopez—Zonta Club of the Monterey Area
970-3735
info@zontamonterey.com

Cindy Heckman—Palace Office Interiors
646-2034
cindyh@gopalace.com

Maria Garcia—Mary Kay Cosmetics
277-5723
maygarcia@marykay.com

Alice Cura—Talino Design
372-6020
acura@talinodesign.com

Geri Burchard—Real Estate By Geri
372-5281
realestatebygeri@sbcglobal.net

Lori Benak—Energia Body Centre
642-0222
lori@energiabodycentre.com

Raadhika Mohandas—
646-LAZR
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||| Featured Board Member: Donna Brandt |||

Board Member Name: Donna Brandt

Board Member Position: Treasurer

What do you see as your role in this position? My role is to accurately reflect the financial situation of PWN in a way that is understandable and useful in effectively managing the organization. My job is to make numbers and money more fun and less scary!

What are your goals as a PWN Board member this year? In all I do, I intend to cast vision, add value and serve well. More specifically, I'll be looking for ways to lower expenses and increase revenues for the benefit of our current members and for the long term success of PWN. I'd like to get to know more of our members and have them know me better. I look forward to generating more business for as many women as I can in 2009 and beyond.

Tell us about your business. I am a California native, born in San Bernardino County. I attended UC Riverside for my BA and moved to Monterey in 1992 to attend the Monterey Institute of International Studies. I got my MBA in 1994 and began working as a bookkeeper in property management. I have kept books for several businesses and organizations on the peninsula and continue to do that part-time as an independent contractor. In 2002, I felt the need to do something more meaningful where I could feel like I was making a difference in the community and the world. Primerica Financial Services found me and has not only given me the financial education I did not receive in six years of college, but the opportunity to help other families become debt free and financially independent. I also recruit, train, license and develop people to have their own business. Primerica is the largest field force in financial services and largely serves working class people. I enjoy educating people and helping them develop their own philosophies about how to handle the various aspects of their financial life such as asset protection, retirement investing and debt elimination. I then can implement those strategies and be available for all of the changes that life brings for that family. Financial independence is a process, not a product, and I build relationships with the families I serve. I am excited to brag that I have earned an all expense paid trip to Atlantis at Paradise Island in February for excelling in the area of long term care insurance.

Anything else you would like PWN members to know? I love to travel. I am an active member of the First United Methodist Church in Pacific Grove and have done missionary work in Guatemala and Panama and this year will go to South Africa. I speak, read and write Spanish and am a notary public. I am an avid hiker (I did Half Dome last June!) and have just taken up road biking.



**Me on the Great Wall
of China!**

||| Your 2009 Board of Directors |||

Audrey Pierson, President

Audrey@pierson.com
241-1545

Denise Kaku, Vice President

denisekaku@sbcglobal.net
624-6525

Donna Brandt, Treasurer

miisdjb@aol.com
917-6515

Lynn Lozier, Secretary

lynn@carmellaw.com
624-3891

Julie Cavassa, Membership

jcavassa@comcast.net
455-6377

Jane Deuber, Programs

jane@yourprofitpartners.com
375-6856

Cammie Jones, Fundraising

cjorganizing@gmail.com
394-8419

Wendy Brickman, Publicity

brickman@redshift.com
633-4444

Sarah Schupbach, Newsletter

sarahs@redshift.com
760-0028

Patricia Major, Technology

pmajor@smallworldweb.com
661-0887

Kelly Olsen, Showcase

swtppch1978@sbcglobal.net
594-5659

Jean Stallings, Board Advisor

jeanstall@comcast.net
657-4194

Roxanne Noble, Ambassadors

RoxNoble@MaryKay.com
905-1466

Donna Aikins, Networking Lunch

donna@commonbond.biz
655-5689