



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 11, November 2009

Letter From the President:



Audrey Pierson
President 2009

It's my favorite time of the year. Fall is when I celebrate - my birthday, my wedding anniversary and the PWN Woman of the Year! Our biggest meeting of the year is coming up and it's going to be great!

If you haven't already heard, our new Woman of the Year is **Leslie Bruhn**. A CPA and owner of the Women's Wealth Group, Leslie is a woman to celebrate. And that's exactly what we'll be doing at our November meeting. We'll have great food, wine and share with you all the reasons that Leslie was named this year's Woman of the Year. Our current Woman of the Year, Wendy Brickman, will be on hand to pass the torch to our next honoree. Congratulations Leslie!

Wait! That's not all! We'll also be holding our Silent Auction the same evening. This is your chance to bid on fabulous items, products and services donated by your fellow PWN members and others in the community. Don't miss your chance to walk away with some great bargains! I always find something I want for myself or for a gift at our Silent Auction event. The holidays approach and this is the perfect place to get a jump on your shopping. After all, proceeds from the auction help to fund our donations to the Women Helping Women program at MPC. This is a program we are proud to support.

I'm looking forward to seeing you all there as we celebrate our Woman of the Year. What's more fun than networking with great women, having a bite to eat, and shopping? Sounds perfect to me. See you there.

Audrey Pierson – 2009 PWN President

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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.

Special Thanks to Jim Vossen KNRY 1240AM Radio for the PWN Your Town radio and TV show. 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 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**



It's Happening in November at PWN!

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
2	3 PWN's Your Town Radio Show , 1240AM KNRV, Hosted by Wendy Brickman 5:00-6:00pm	4 PWN Meeting Woman of the Year Event: Leslie Bruhn. 5:30-8:00pm @ Hyatt (Pacific Room) 1 Old Golf Course Rd \$15	5 	6	7/8
9	10	11  Veteran's Day	12 Power Networking Lunch: 11:45-1:30 Jack's @ Portola Hotel & Spa, \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	13	14/15
16	17  MONTEREY PENINSULA CHAMBER OF COMMERCE	18 MPCC Brown Bag: 12:30-1:30. Turf Club @ Fairgrounds. FREE. PWN Board Meeting, Ream Construction office, 567 Ortiz Avenue, Sand City. 5:30-7:00pm	19	20	21/22
23	24	25 PWN Newsletter Publication Date	26  Thanksgiving	27 	28/29

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Ann Appel



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Testimonials

For: Patricia Major, Small World Web Services
From: Marilyn Wheeler, The Healthy Way

Patricia Major not only relieved my stress by showing me what I needed to do to make my computer life much easier, she made my emails look more personal by adding my signature to both personal and business correspondence. I love it!

To: Marilyn Wheeler, the Healthy Way

From: Wendy Brickman, Brickman Marketing

Kudos to Marilyn Wheeler and the Healthy Way for running a very comprehensive healthy weight loss program. The Healthy Way has a well-organized effective approach to weight loss that teaches us all many innovative proven techniques that simply work! Her staff is well-trained and helpful, her fabulous "store" at the office on 1015 Cass Street in Monterey is stocked with great low fat/low sugar food items including healthy snacks and full meals, and the program's practical, affordable and safe approach to a healthier lifestyle is fabulous!

For: Cammie Jones, Cammie Jones Organizing
From: Doran Poma, Esthetician

Cammie helped make my kitchen functional. She came over, looked at what I had, gave me ideas and tips, then got down to business. She pulled everything out, looked it over asked me what I use and don't use, then arranged it all so that it would work. I highly recommend Cammie's services to anyone who has a space (work, house or other) that just isn't working for them.

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

Patricia has not only created my website but is continuing to update and change my website in a wonderfully creative and timely manner. So just as my services change, so does my

website. Thanks to Patricia, it is a great representation of who I am and what I do.

For: Carol Young, Carol Young Skincare
From: Lori Silver, Attorney at Law

Carol Young has been supplying my wonderful face moisturizer for a year! A client just told me that I look younger every time she sees me!! Carol, thanks for

the great moisturizer!!!

For: PWN Members

From: Mary Jeanne Vincent, Career Expert

My thanks and appreciation to the following PWN members who so generously spoke in recent months at my Networking Roundtable; my clients have benefited tremendously from your knowledge: Leslie Bruhn, Dr. Jeanette Kern, Marion Gellatly, Cammie Jones, Denise Kaku and Susan Raab.

A heartfelt "thank you" to Z Labega for the great video you put together about my card signing/workshop at Borders. I have received many positive comments as a result.

Thanks to Wendy Brickman for the great job she does keeping me in the news.

For: Marjie Keating, Energizing Solutions

From: Karen Sonne, Carmel Pine Cone

I had the most wonderful reiki session with Marjie. She is such a love bug!!! I walked in feeling stressed out.. and floated out!!! I highly recommend Marjie.

For: Jane Deuber, Profit Partners

From: Lori Silver, Attorney at Law

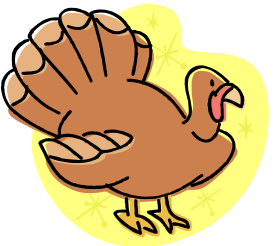
Ten years ago, I met with Jane Deuber for some business, and jotted down fifty ideas about how to build my business. Yesterday, I met with her again and was BLOWN AWAY! In our session, she gave me some absolutely superb ideas, and this time, they had ten years of additional experience behind her. They were more focused on my best profit centers making them so much more profitable. Assuming I follow even a portion of her advice, I could see my income increasing 50% or MORE next year. Run, don't walk, to meet with Jane Deuber. P.S. Let's hope that my competitors don't read this (jk lol)!

For: Terry Taylor, Shakespeare Society

From: Julie Cavassa, Life Tools Training

Terry Taylor, Shakespeare Society of America, generously brought a troupe of actors to our recent Neighborhood Watch picnic. They did a fabulous job of entertaining and introducing the neighborhood children to Shakespeare. At one point I looked up and saw all of our Neighborhood kids chasing a "bad guy", with sword raised, out of the park! If you are in Moss Landing, be sure to stop by his museum and gift shop for a little Shakespeare magic of your own.

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|| The October PWN Meeting ||

Thank you to our October Food Sponsor: Ann Love McPherson of Love Realty



Congratulations!

Congratulations to **Theresa Ream** of **Disaster Kleenup Specialists** for being chosen as the winner of the **2009 Salute to Small Business:**

Woman Owned Business award! On November 2nd at the Intercontinental Hotel on Cannery Row, Theresa will be awarded, along with several other local small business owners, for their achievements and excellence in running their business.

In response to the award, Theresa said, "It is no secret that the people I work with are my pride and joy; I am honored to serve along side such hard working, dedicated restoration professionals as they assist our community in putting their homes and businesses back together after a disaster." Her dedication to her company and ongoing contributions to the local community were recognized in her selection for this prestigious award.

Theresa has been a long-time member of PWN, serving two terms as President plus many years on the Board of Directors, and was the 2006 Woman of the Year. Congratulations Theresa!



Theresa's photo shoot for the Salute to Small Business Awards



|| November's PWN Meeting ||

Woman of the Year Celebration

Mark your calendar to attend our next meeting on November 4th, and celebrate with us as we honor Leslie Bruhn, our 2009 Woman of the Year. The event starts at 5:30pm at the Hyatt with a Silent Auction, hors d' oeuvres, and wine. Come out to support PWN, bid on the many fabulous silent auction items, and hear why Leslie Bruhn is this year's recipient of the Woman of the Year award.

Leslie Bruhn, CPA, the founder of the Women's Wealth Group, works with women individually or in groups helping them make and keep more money. She offers on-going wealth building classes where participants work on their prosperity in all areas of their lives. Leslie Bruhn, who started her accounting practice in 1985 and earned a Master's Degree in Taxation, works closely with the firm's clients to help them increase their profitability. In addition to accounting, their services include cash flow planning and budgets. Leslie gives frequent seminars to organizations and schools. She was also co-owner of Centerfor, an organization that provided financial education, services and resources and Leslie gave lectures on "The Easiest Record Keeping System in the World." Leslie is a Past President of PWN and past Chair of the Membership Committee. She has served on numerous Boards of Directors, including Toro Environmental Science Center Board, Monterey Film Festival, Monterey Peninsula Jazz Orchestra, Forest Theatre Guild, and has done extensive volunteer work in the community. She is a graduate of Leadership Monterey Peninsula (1995).

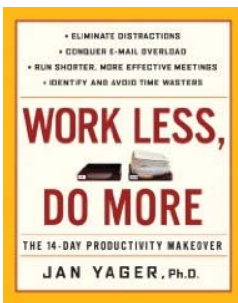
The event costs \$15, and you can pay online in the PWN Store in advance.



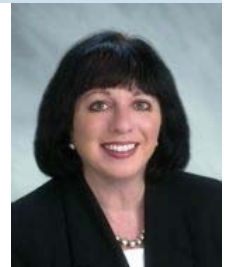
|| Book Review by Wendy Brickman ||

Over the years, I have read many time management books and utilized much of what I have learned. However, I was delighted to discover additional valuable strategies in an excellent book, **Work Less, Do More**. Time management guru, Dr. Jan Yager, has written a new, current, relevant book that resonated with my life and I wanted to share it with other busy PWN members.

This well-organized book delves into many areas of our personal and professional lives, including email, cell and office phones, and numerous other tasks that could be managed more efficiently to avoid letting them manage you. I felt like Dr. Yager truly



understands the dilemma of the working person in the new millennium and has provided thoughtful proven strategies that will reverberate well with all of us. She offers a step-by-step process and includes useful daily time logs that cover daily tasks, cell phones, office phones, Internet usage and more. Dr. Yager includes helpful priority, action strategies and assignment or project worksheets. She shares practical ideas that are often great reminders of things you should proactively think about and implement, such as periodically reevaluating your technology, avoiding doing between 9 and 5 what you can do between 5 and 9, creating realistic deadlines, and hundreds of other valuable tips that are reality-based in today's world. Check this book out!



Wendy Brickman

|| New Members ||

Stephanie Gable—Stephi Gable Entertainment
763-1711

Mary Middleton—Scentsy
910-574-8262

Janet Ostarello—PartyLite Gifts, Inc
484-5250

Jennifer Pilotti—Be Well Personal Training
233-4094

Eric Sonne—ACN (Telecommunications)
ENNOS7@yahoo.com

Judy Zhu—Chinese Language and Culture
899-8897



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||| Featured Board Member: Sarah Schupbach |||

Name: Sarah Schupbach
Board Position: Newsletter Editor
Years on PWN Board: 2
Years in PWN: 3

Day Job: I am the Marketing Director for Disaster Kleenup Specialists, Ream Construction, Floor Store USA, Cypress Cabinets, and Excel Carpet & Upholstery Cleaning. I coordinate and execute the advertising, public relations, customer relationships, and promotions for the five companies.

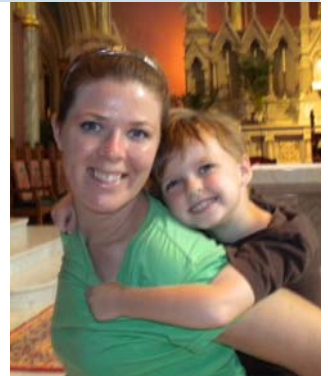
What I Like Most About PWN: Getting to know fellow professional women and learn about how they have made their careers here on the Monterey Peninsula.

What I Like About Doing the Newsletter: I like the creative aspect of compiling the newsletter and also keeping up to date on new members, who is doing business with who (in the testimonials), and learning more about the great speakers we've had. We do a lot of great things in PWN, and the newsletter is a fun way to show them all off.

What I Like Most About My Job: Each day is different, and there are always new challenges to take on. It's fast-paced and forces me to continuously channel my creative side. I've got a great team of people to work with, so it makes championing my companies easy. I am continuously impressed with their knowledge and abilities. Plus, they are simply a joy to work with, so it makes going to work all the better.

Biggest Challenge Coming Up for Sarah: Running the Big Sur Half Marathon on November 15th. Thirteen miles, oh boy! Just a few more weeks to complete my training.

Time Off Activities: I am so lucky that my boyfriend, Mike, is a ton of fun to be around and that we share so many interests. We're always on the move and making the most of the weekends. Golfing, geocaching (GPS-aided treasure hunting), running, hiking, camping, bike riding, and taking day trips are all regular activities.



Sarah and her awesome nephew, Brody.



Sarah at Point Lobos.

||| Your 2009 Board of Directors |||

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Denise Kaku, Vice President

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Donna Brandt, Treasurer

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