



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 10, October 2009

Letter From the President:



Audrey Pierson
President 2009

As I enjoy the weekend with my family, after an extremely productive workweek, I am realizing how many years it took me to recognize that effectively combining my work and personal lives into a complete, satisfying world that makes me extraordinarily happy is the true measure of success. What is *your* personal measure of success?

If you're still working on the definition that most relates to you, or if you've already defined your extraordinary life, or if you haven't even begun the journey, I know you will find our October program to be fantastic! Personal coach, John Dulworth, is bringing his energy and impact to us, all the way from New York, and he is amazing! John is simply one of those people you immediately like and trust. I know you'll enjoy John and you'll come away feeling enlightened, empowered and energetic about what your

life can be *and* what it already is.

Our annual Board of Directors election is that evening as well. You'll find the slate of officers in this issue. Please come vote and help to ensure that PWN continues as the tremendous organization it has been for more than 25 years.

I'm excited about our October 7 meeting for one more reason. It's my 50th birthday and I'm very happy to share it with all of you. PWN has played a huge role in the last 20 years of my life and it's fitting that I'll be with all my friends and colleagues to celebrate. It's hard to believe I've been around for a half century, but I treasure the people, places and events that have shaped who I am at this moment.

Please come celebrate with me and hear John Dulworth's program, *It's Your Life (and P.S. It's ALREADY extraordinary)*".

Audrey Pierson – 2009 PWN President

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

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|| 2010 PWN Board of Directors Slate ||



Be sure to attend the October PWN meeting because the slate for the 2010 Board of Directors will be presented and voted upon. There will be an opportunity for nominations from the floor as well.

President - Denise Kaku
Vice President - Marion Gellatly
Treasurer - Donna Brandt
Secretary - Lynn Lozier
Membership - Julie Cavassa
Programs - Roxanne Noble
Newsletter - Doran Poma

Publicity - Theresa Ream
Technology - Patricia Major
Special Events - Alice Cura
Showcase - Carol Young
Fundraising - Cammie Jones
Past President - Audrey Pierson

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.



It's Happening in October at PWN!

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
5	6 PWN's Your Town Radio Show, 1240AM KNRV, Hosted by Wendy Brickman 5:00-6:00pm	7 PWN Meeting "It's Your Life..." by John Dulworth. 5:45pm @ Hyatt (Grove Room, next to Knuckles Sports Bar) 1 Old Golf Course Rd Free	8  John Dulworth	9	10/11
12	13  MONTEREY COUNTY Fair	14 MPCC Brown Bag: "How to Attract Visitor Dollars to Your Business" by Celeste White & Dominic Gregorio, Monterey County Convention & Visitors Bureau. 12:30-1:30. Turf Club @ Fairgrounds. FREE. RSVP to Wendy Brickman 633-4444	15 Power Networking Lunch: 11:45-1:30 Jack's @ Portola Hotel & Spa, \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	16	17/18
19	20	21 PWN Board Meeting, Disaster Kleenup Specialists office, 567 Ortiz Avenue, Sand City 5:30-7:00pm	22	23	24/25
26	27	28 PWN Newsletter Publication Date	29	30 	31/1

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LOOK!

SHOWCASES FOR THE OCTOBER MEETING:

Roxanne Noble of Mary Kay
Shirley Kiatta of Elder Care Consultant
Sandra Collingwood of Collingwood Carpet Care
Kimberly Adams of Mon Amie Consignment Boutique



Testimonials

For: Carol Young, Carol Lynn Young Skincare
From: Mary Marlene Warburton, First National Bank

I just had 1 of the most incredible "facials" of my life, and believe me, I've had several types over the years. Carol Young's intimate location in Carmel is awesome. Her hands are like velvet and boy, does she know her stuff. I've made the commitment to be a regular client to keep up and maintain what she's started for me, younger and vibrant looking skin. Thanks Carol!

For: Audrey Pierson, h. ford pierson photography

From: Karen Hunting, Artful Marketing Solutions

Recently, I had a portrait photography session at their studios. Not only was it a grand experience due to Hugh's color sense, lighting expertise and many years behind the camera, but in combination with Audrey putting me at ease and providing encouragement to try different poses and facial expressions I am thrilled with the number of shots from which I have to choose. When I have accomplished that and Hugh has put the final touches on my selections, I will be posting my new portrait from Hugh on my website and on the PWN Member Directory. Can't Wait.

For: Tracy Chappell, Easter Seals

From: Sarah Schupbach, Disaster Kleenup Specialists

Tracy spoke at my Rotary club meeting recently and shared the amazing things Easter Seals does for people with disabilities on the Central Coast (and around the world). It was an inspirational and touching presentation. Easter Seals is lucky to have someone with such passion and enthusiasm representing their organization. Thank you Tracy!

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

I have just had my second Reiki and hypnotherapy session with Marjie, and the results are still unfolding beautifully. What I noticed this time is how completely and

utterly relaxing it was. I felt like I had just returned from a month at a spa - every muscle was relaxed, and every thought was calm. Even if that were the ONLY result, I'd be thrilled! Get a month's worth of total rest in one session: priceless!

For: Julie Cavassa, Life Tools Training
From: Leslie Bruhn, Women's Wealth Group

I spent the weekend with girlfriends at Julie Cavassa's retreat. If anyone wants to know what it's like to work with Julie, please call me. Amongst the fun, great food, wonderful service (no time to describe here), there were some over-the-top insights that came out of this weekend that I can honestly say will change my life forever. I am so clear what is important to me and what makes me happy, that all of my life choices from here on out will be easy.

For: Debra Lombardi, Cutco

From: Juliette Ferguson, Pink MBA Studios

Debi Lombardi was amazing to work with. I purchased knives for my girlfriend (knife snob) as a wedding gift - she loves them. I gave a BBQ set to my dad for his birthday and an amazing knife as a bonus bday gift to Kurt, my husband. I am so happy with these purchases and made everyone else happy. Oh - they were all personally engraved and beautiful. I will purchase more for gifts in the future from Debi! Juliette Ferguson (Vemma-Verve Nutrition, Mary Kay Cosmetics)



Mary Jeanne Vincent has renamed her successful business to **Mary Jeanne Vincent, Career Expert & Strategist**. So please visit her new website at www.careercoachmjv.com.

You can also find the newly revised edition of her *Acing The Interview* tip cards at Borders bookstore, or get them directly from Mary Jeanne. For more information, call Mary Jeanne at 657-9151.



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|| The September PWN Meeting ||

Thank you to our September
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Good Idea!

Kudos to **Dr. Jeanette Kern**, (2007 Professional Women's Network Woman of the Year) who helped children in need—one smile at a time. This past spring and summer, as part of the Crown Council's **Smiles for Life** campaign, Jeanette offered teeth whitening services at a significantly reduced price, and donated 100% of the proceeds to help children facing serious health and educational problems. During the campaign, Jeanette raised over **\$7,500!** Half of the funds raised were contributed to Dance Kids of Monterey County. The other half were contributed to the Garth Brooks' Teammates For Kids Foundation for use in children programs. The Smiles for Life Foundation is the children's charity organization of the Crown Council (smilesforlife.org), an organization of leading-edge dentists throughout North America. Each year over a four-month period, participating Crown Council dentists offer professional teeth whitening services at a reduced price and donate ALL of the proceeds to children's charities. The Crown Council's Smiles for Life Foundation has raised more than \$23 million since 1998, benefiting over 500 children's charities across North America. For more information, call Dr. Jeanette Kern at (831) 372-8011 or check out www.jkerndds.com.



Dr. Kern & Alan Richmond



|| October's PWN Meeting ||

"It's Your Life (and p.s. it's **ALREADY** extraordinary)"

Mark your calendar to attend our next meeting on October 7, and meet our special guest speaker all the way from New York! **John Dulworth** is a certified life coach who specializes in working with women who have a big vision for both their life and their business. During his presentation John will help you explore what it would be like to see your life from a totally new perspective. With stories, questions and exercises he'll have you standing in a place of celebration for what already is and in appreciation for what is on its way to you.

You can learn more about John at www.johndulworth.com.



|| Your Style Speaks by Marion Gellatly ||

Image Management for Today's World

Living on the Monterey Peninsula brings a relaxed business style. For that, I am thankful. But, sometimes "relaxed" for business can get us in trouble. As I travel the country conducting professional image training for companies and coaching business owners and their sales teams on how to craft a polished, professional image, I know regions and industries have different dress standards and expectations. The same is true here.

But, no matter *where* you conduct business or *what* your profession, I guarantee that your non-verbal communication says a lot about you before you ever say a word. Don't kid yourself, it matters what you look like, and studies prove it.

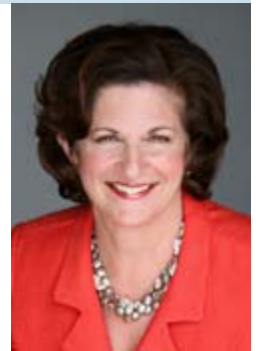
Even with a relaxed business style, it's important to look up-to-date and current and equally important to be dressed to attract the clientele you want. If you haven't had a new hairstyle, new eyeglass frames, don't wear makeup, are still wearing clothes you purchased 10 years ago or when you were a different size, what message are you sending to prospects...old, outdated, less qualified? I'm sure that's not your intention, but it's what you're saying. If you want to attract, for example, a more affluent or a more mature clientele, but are still dressing like a hip young thing, will those prospects take you seriously? Maybe not.

How you manage yourself gives others a clue about how you manage your business and how you view yourself in the world. Do you show up for business dressed as though you're ready to attract business? Is your style polished yet authentic...one that says something about you in a positive way?

Don't make excuses, because it doesn't take a lot of money to cultivate an authentic style; but, it does take an understanding of yourself, your goals, and your prospects' expectations. Be willing to make a statement. In today's world, a polished look will have you standing out from the crowd due to the casualness of our time. Let your Style speak for you!

If you're not sure how to start the journey, I'm here to help.

Marion Gellatly, AICI CIM, is the owner of Powerful Presence. Contact Marion at 625-2000 or mlgellatly@powerful-presence.com



Marion Gellatly

|| New Members ||

Julie Dodson—Girl Friday Agency
578-6023

Diane Eggleston-Eggleston Business Services
915-1201

Kimberly Harrison-NikaBleu Marketing LLC
595-0589

Michele MacDonald Jayson-Life Journey Coaching
643-0317

Carol Mahoney-Live and Leap, Inc
650-799-9431

Brigit Timpson-nice! Women's Consignment
649-6423



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|| Featured Board Member: Wendy Brickman ||

Board Member Name: Wendy Brickman

Board Member Position: Publicity Chair

What do you see as your role in this position: My role is to keep both the membership and the community informed of PWN's wonderful events and programs. In addition to doing lots of publicity work each month, I invite the elected officials to the Woman of the Year event which helps to increase our organization's visibility with our local leaders. I absolutely love hosting the Your Town Radio & Television Program each month, and have worked hard to get each program archived on our website this year so we can all learn more about each other by viewing the programs ... at our convenience!

What were your goals as a PWN Board member this year? My goal was to reach out to some other non-profit organizations, and we achieved this with the Monterey Peninsula Chamber of Commerce and the Monterey County Fair. The Chamber has added PWN to the Resource Page on their website and we have added them to our website. There is definitely an increased positive cross-over with Chamber members attending our events and vice versa. I wrote an application for a Monterey Chamber Business Excellence Award, and although we didn't win, we were a finalist, and received more publicity. I coordinated a volunteer/PWN information table on the very busy Saturday at the Monterey County Fair, which enabled PWN to be visible to thousands of Fair attendees. As the current honored Woman of the Year, I have shared the organization and my award with new audiences, online and offline, and have included a mention of it in every email I send out!

Tell us about you and your business: I am the owner of Brickman Marketing (www.brickmanmarketing.com), a unique marketing company that was established nearly 20 years ago. I moved from Los Angeles to Monterey and launched Brickman Marketing to provide cost effective publicity, advertising and marketing services to local, national and international clients. I have subsequently worked with hundreds of organizations in a wide array of industries. I represent numerous other large and small companies, including many wonderful PWN members.

Anything else you want PWN members to know? I urge our members to step up and volunteer in our community, both for PWN and other organizations that they believe in. It's a way to meet new people and to give back to our special area. Remember, too, that people will unconsciously associate your volunteer work with how you run your business so be sure to follow through on what you promise to do. This past year was very special as I became the 2008 PWN Woman of the Year and One of the Top 8 Women in Monterey County from the Monterey County Commission on the Status of Women. In addition, I have won three Business Excellence Awards from the Monterey Peninsula Chamber of Commerce, the 1999 Small Business Advocate of the Year from the California Chamber of Commerce, and the prestigious Robert C. Littlefield Award.



|| Your 2009 Board of Directors ||

Audrey Pierson, President

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Denise Kaku, Vice President

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Donna Brandt, Treasurer

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