



Networking

What we do best!

Professional Women's Network of Monterey

Volume 26, Issue 9, September 2009

Letter From the President:



Audrey Pierson
President 2009

Do You Know It All?

After so many years in business (I'm not saying how many!), I admit that sometimes I think I know it all. Do you ever feel that way? After all, you've been doing what you do for so long now that you *must* know everything there is to know, right?

Of course, it's not true, but it's an easy trap to fall into. Thank goodness for PWN! First, I have a wonderful, supportive group of fellow business professionals who will kindly not point out my lack of knowledge and no PWN member has ever made me feel "less than" for not knowing something. Second, with the vast array of expertise represented by our membership, I can always find the information or

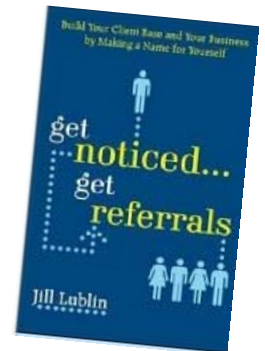
answer I need. Third, if I can't find the answer from a fellow member, I'll no doubt learn it from one of our tremendous speakers! Have you been paying attention to our lineup this year?

Our September speaker is no exception. Jill Lublin is a top speaker, master strategist, radio and television host and a best-selling author. Wow! We're thrilled that she's agreed to come to Monterey – just for us – to speak about the topic of her latest best-selling book, *Get Noticed... Get Referrals: Build Your Client Base and Your Business by Making a Name for Yourself*. She'll speak to us about How to Master the Art of Getting Others to Send You Business. You can learn more about Jill at <http://www.jilllublin.com/>.

Come join us and be inspired not only by Jill, but also by the many amazing professionals you'll meet in the room.

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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.

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

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



It's Happening in September at PWN!

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
	1 PWN's Your Town Radio Show, 1240AM KNRY, Hosted by Wendy Brickman 5:00-6:00pm	2 PWN Meeting "Get Noticed—Get Referrals" by Jill Lublin. 5:45pm @ Hyatt (Regency Grand Ballroom) 1 Old Golf Course Rd Free	3 	4	5/6
7	8 	9 MPCC Brown Bag: "Successfully Market Your Business Online" by Jane Deuber, Profit Partners. 12:30-1:30. Turf Club @ Monterey Fairgrounds. FREE. RSVP to Wendy Brickman 633-4444	10 	11	12/13
14	15	16 PWN Board Meeting, Disaster Kleenup Specialists office, 567 Ortiz Avenue, Sand City 5:30-7:00pm	17 Power Networking Lunch: 11:45—1:30 Jack's @ Portola Hotel & Spa, \$13 CASH RSVP to Donna Aikins 655-5689 or donna@commonbond.biz	18	19/20
21	22	23	24	25	26/27
<p>WHAT YOUR BOARD IS UP TO: The Board is busy assembling committees for selecting the 2009 Woman of the Year, putting on the November WOTY event, nominating candidates for the 2010 Board of Directors, and planning the December luncheon. If you would like to get involved, contact President Audrey!</p>					

2008 WOTY Sponsors Thank You!



Ann Appel



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LOOK! 

SHOWCASES FOR THE SEPTEMBER MEETING:

Patricia Major of Small World Web Services
 Suzette Lawrence of Transfer Factor
 Beth Fergon of First National Bank
 Mary Potter of PG Travel

Don't miss it!



Testimonials

For: Jennifer Mirich, Floor Store USA
From: Jeanette Kern, DDS

I love my new office flooring! Floor Store USA did a fabulous job of assisting me in the selection of my Bamboo flooring in the reception area to create continuity with the Dental Spa atmosphere. And we replaced our carpeting with a contemporary pattern that doesn't show spills or spots! The team is excited because they now have vinyl flooring in the break room and it is easy to maintain. Thank you Terry, Theresa, Alex and team for a great job!!

For: Dominique Gallet, Dominique Skin Care
From: JoAnn Reiter, Inside Shading

I was fortunate to win a Gift Certificate for a tailored skin care treatment by Dominique. It was the best facial I have ever received. Her gentleness and kind demeanor was a pleasure. My skin is glowing only after this one treatment and I look forward to continuing using her services and highly recommend her to anyone.

For: Donna Brandt, Primerica Financial
From: Doran Poma, Doran Poma Skincare

Thank you to Donna Brandt who helped me get my old 401k turned into an IRA!!!! She even taught me a bit about how to pick a good mutual fund. Donna handled everything, making a complicated job into an easy experience!

For: Sarah Lincoln, Midas Touch
From: Jean Stallings, Professional Registered Parliamentarian

Sarah Lincoln of Midas Touch Massage had some major surgery in January and has done an excellent job of keeping people posted on her progress! Now she expects to be back to work soon!

For: Sandra Collingwood, Collingwood Carpet Care

From: JoAnn Reiter, Inside Shading
 I used the "Super Spotter" solution on a spill of cranberry juice on my light beige carpet and it worked at removing the stain 100%. Thanks Sandra!

For: Cathy Montante, Collezione Fortuna
From: Jean Stallings, Professional Registered Parliamentarian

I went to see Cathy Montante's new discount store at Collezione Fortuna, and, as usual, Cathy found something for me that is perfect for what I was seeking! Not only has she opened another store (at reduced prices), but she is starting to design custom-made jewelry! She even walked

back and forth between her two stores to help me and make sure that I found what I needed!

For: Ric Valentine, Acupuncture
From: Wendy Brickman, Brickman Marketing

A huge thank you to Ric Valentine for the significant pain relief he is providing to my husband with his great acupuncture treatments. Ric obviously is committed to improving the health of his patients and his new office is a beautiful sanctuary. Check it out!

For: Julie Cavassa, Life Tools Training
From: Lori Silver, Attorney at Law

Julie Cavassa's weekend retreat in Bear Valley was amazing! She led us in fun, interesting exercises as a way of discovering where we want to go in life, changes we want to make, and how to deal with the voices inside of our heads preventing us from moving forward. She drew women from many places in the country, and meeting them was as interesting as the workshop itself.

For: Mireya de la Vega, Hands Up Boutique
From: Doran Poma, Doran Poma Skincare

I had another great appointment at Hands Up Nail Boutique with Mireya. If you haven't been, her studio is so cozy and I always meet interesting people there! Mireya does such a great job and I feel so energized after my nail appointments with her.

For: Lori Benak, Energia Body Centre
From: Karen Hunting, Artful Marketing Solutions

I have been a member of Energia for nine months, going to classes, using the personal trainers, and getting massages and facials. Not only do I feel healthier and stronger, I have a better sense of self and a more positive outlook. For turning one's physical and attitudinal self into a positive direction, I highly recommend Energia Body Centre.

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—Mark Twain

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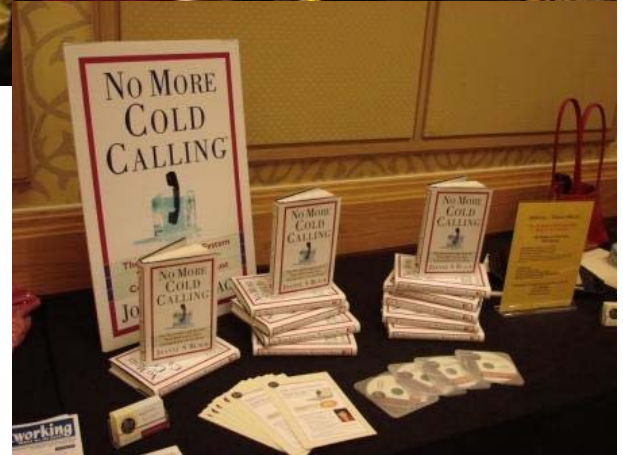
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The August PWN Meeting

Thank you to our August Food Sponsor: Tracy Chappell of Easter Seals



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Good Idea!

PWN Members

Cammie Jones of Cammie Jones Organizing and Jennifer Mirich of Cypress Cabinets held an event on August 25th at Cypress Cabinets in Sand City. One of their door prizes, was from fellow PWN Member Debi Lombardi of Cutco. The event was a success and it was a great way to combine the talents of 3 PWN members to promote their businesses. Job well done!



Question?

Who is our Food Sponsor for the September 2nd Membership Meeting?

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



September's PWN Meeting

Join us on September 2nd for a presentation by **Jill Lublin**, author of the new bestselling book, *"Get Noticed...Get Referrals: Build Your Client Base and Your Business by Making a Name For Yourself,"* and co-author of the bestselling books *"Networking Magic"* and *"Guerrilla Publicity."*

Jill is a popular international speaker who teaches powerful publicity, networking, and how to be influential techniques. As the CEO of the strategic consulting firm, Promising Promotion, Jill has trained companies in innovative techniques to improve bottom line results. In the past twenty years, she has worked with ABC, NBC, CBS, and other national media, and knows what the media wants.



Visit www.JillLublin.com to learn more about our upcoming speaker and sign up for her free newsletter.



Jill Lublin

And **thank you** to our September Food Sponsor: **MarthaElin Mountain**. We appreciate your sponsorship and support!

PWN At the Monterey County Fair!



Several PWN members came out to the Monterey County Fair on Saturday August 15th to help promote PWN to the thousands of fair visitors that day. In the PWN booth they answered questions, gave out information, and held a raffle. It was a unique and fun way to help get the word out about Professional Women's Network. Thank you to all the volunteers who made the day a success!

PWN had presence at the Fair beyond their booth. Members **Debra Lombardi** of Cutco and **Theresa Ream** and **Sarah Schupbach** of Disaster Kleenup Specialists had booths to promote their business. Plus, Fair sponsors included Disaster Kleenup Specialists and First National Bank (**Beth Fergon**). A big THANK YOU to **Kelly Baldwin**, CEO, and **Wendy Brickman**, Sponsorships, for putting together another fantastic year of the Monterey County Fair!

New Members

Sandy Dobronte—Solutions for Anti-Aging
236-4084 sdobronte@gmail.com
www.my-ageLOC.nsedreams.com

Sheila Gale—Reality Radi Productions
372-1588 sheila@sheilagale.com
www.sheilagale.com

Nathalie Trees—Licensed Acupuncturist and Herbalist
917-0365 n-trees@hotmail.com
www.treesacupuncture.com

Celeste White—Monterey County Convention & Visitors Bureau
657-6402 celeste@mccvb.org
www.SeeMonterey.com



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||| Featured Board Member: Alice Cura |||

Board Member Name: Alice Cura

Board Member Position: Special Events Chair

What do you see as your role in this position?

I want to create a collaborative team for each special event that allows each volunteer to make her own contribution to a fantastic event—that is memorable to our members—and showcases PWN to the community.

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

My goals are to support PWN as we grow and shine, and offer truly special events to PWN members.

Tell us about you and your business.

At Talino Design, we help businesses and organizations grow by providing Branding, high-end graphic design, website development, search engine optimization, Internet marketing, and online stores for our clients. We can help define our clients' brand and strategy, then design their logo, business cards, brochure and website to convey their Brand, and build the underlying technical structure to their website that will support current and future business needs and growth. We also have clients who need just Branding—or just design—or just website technology.

If you would like to learn more about what Branding and website technology can do for your business, I would love to hear from you. (372-6020)

Anything else you want PWN members to know?

We are currently seeking a few good volunteers to round out our "Woman of the Year" and "Holiday Party" special events rosters. If you would like to join a fun group and create a truly special day, please send me an email! (acura@talinodesign.com)



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372-6020

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