



NETWORKING

What we do best!

Professional Women's Network of Monterey

Volume 27, Issue 2, February 2010



Denise Kaku
PWN President 2010

Letter From the President:

We got off to a great start in 2010, with 70 attendees (which included 15 guests) at our January meeting. We created business intention cards through a lively exercise where we partnered with another and explored what we love about our work and what we want to create in 2010. Be sure to check out the intention board which will be posted at our future meetings. If you missed the experience, you can always add your business intention to the board. Won't it be fun to look back in December 2010 and see what we've demonstrated?

The 2010 PWN Board of Directors met Jan 16th for their leadership retreat and reviewed the member survey results, did preliminary planning for the year and some team building, too. Members told us they are interested in building their businesses through attracting clients, developing marketing plans and a PR strategy plus using technology to further business success. Programs are being arranged with those topics in mind.

Don't miss the February meeting since we are diving into Speed Networking...a fun activity where we get to meet and exchange business cards with several attendees, practice our networking skills and sharpen our listening ability. It's always a popular event, so be sure to bring plenty of business cards.

And if you are interested in getting involved in PWN, volunteer for a committee. There are many opportunities that require very little time. Speak with any board member if you are interested. See you in February.

Denise Kaku – 2010 PWN President

Kaku Consulting

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 Tip ||

Keep in touch. Send thank-you notes, birthday cards and holiday greetings. Make opportunities to stay in front of your contacts in meaningful ways.

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February PWN Events!

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
1	2 Radio/TV Your Town Program 5:00 pm AMP Channel 24, News Talk 1240 AM KNRY Radio and on the internet, www.ampmedia.org	3 Member Orientation 5:00-5:40 before the meeting (see pg 4) “Speed Networking” 5:45 pm - 7:30 pm at The Hyatt Regency Monterey Hotel (See page 5 for details)	4 Saboteur Hunt 6:00 – 8:00 p.m. 114 San Miguel Ave. Salinas, CA \$29 All Materials Included RSVP Julie Cavassa 831-772-0156	5 SWEETHEARTS OF THE FAIR VALENTINE’S DANCE PARTY WITH MIKE “BECK & THE BOHEMIAN SAINTS” 8:00PM \$10 TO BE HELD AT THE TURF CLUB AT THE MONTEREY COUNTY FAIRGROUNDS	6/7
8	9	10 “ANTI-SOCIAL NETWORKING: HOW TO LOSE MONEY AND ALIENATE PEOPLE” 12:30 PM to 1:30 PM FREE Monterey County Fairgrounds Turf Club – Gate 5 RSVP Wendy Brickman 831-633-4444	11	12	13/14  SUN 14 Valentines Day
15	16	17	18 Power Networking Lunch 11:45-1:30 Jack’s Restaurant at Portola Plaza Hotel \$13 See below for more info.	19	20/21 Monterey Symphony Concert Four 2/20 7pm Sherwood Hall, Salinas 831-646-8511 2/21 3PM Sunset Center, Carmel
22 Monterey Symphony Concert Four 8PM Sunset Center, Carmel 831-646-8511	23	24	25	26	27/28 27 MPCC Annual Awards Dinner 6pm - 10pm 



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Is your business celebrating an Anniversary, Event or Newsworthy Event? Email it to Doran@doranpoma.com to get it on the PWN calendar for all of our members to see!

Future Power Networking Luncheons

2010
Feb 18
Mar 18
April 15
May 20
June 17
July 15
Aug 19
Sept 16
Oct 21
Nov 18
Dec 16

These monthly Power Networking Luncheons are a terrific informal way for you to market your business, show and tell about your products or services, get some help, share ideas, or just network with other members. If you would like more information or can join us this month, **please RSVP by e-mailing Donna Aikins at donna@commonbond.biz or calling 655-5689** so we can have enough seats set-up and ready. If you find at the last minute that you can make it please come even if you haven't had a chance to RSVP, we'll make room.

Marketing materials of members will be in the window alcove by our table along the window sill. Please be sure to check this area and pick up any cards or flyers available.



Want to acknowledge a fellow PWN member for a job well done?

Email your testimonials to doran@doranpomaskin.com by the 20th of every month.

So Fresh!
Carpet, Area Rugs, & Air Duct Cleaning
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899-6518

|| Testimonials ||

For: Patricia Major, Small World Web Services

From: Dr. Martha Elin Mountain Ed.D.,M.A.,MFT

Patricia Major is a "graceful" business woman. She moves through her explanations and business discussion about her services with a calm and generous manner. In helping me post my "tile ad" on the Directory Page of the PWN website, she answered my questions succinctly and promptly. Never did I feel my lack of technical understanding was a problem; Patricia patiently offered explanations with a generous spirit. She "invites you in" to the web and technology world with ease.

For: Zee Lebeaga

From: Lori Silver

Zee did a video of me in my law office. The results are so professional and the video is so great, it is absolutely amazing. If you haven't had her do the FREE FREE FREE video for you, you are nuts! Something of this quality would cost thousands of dollars, and did I mention that I can use it for FREE for six months??? Check it out on YouTube at <http://www.youtube.com/watch?v=RKv7JgCMKKQ>

For: Bra Spa

From: Jeanette Kern, DDS

Wow, taking two teenage daughters to a bra fitting!? Anita made it painless, no embarrassment, matter of fact and fulfilling. She has a lovely private environment and a nice selection of bras. Quality ladies--great education and beautiful/elegant selection!!

For: Lori Benak, Energia Body Center

From: Doran Poma, Doran Poma Skin Care

I started the Ultra Fit Challenge at Energia a few weeks ago. I thought it was just going to be a workout class. I was so wrong. It included a comprehensive amount of information and exercises for every aspect of your health. From a personalized workout plan, nutrition plan and some great life coaching. I am so impressed with my results and the great program Lori has there. Worth the time, commitment and money. I strongly encourage everyone to try it at least once, I can't wait to take the course again in a few months! Call Lori @ Energia for more info so worth it. 642-0222

For: Dominique Gallet

From: Jane Deuber Business Strategist, Speaker and Virtual Training Specialist

Dominique Gallet is an artist in helping women look and feel younger. My sessions with her have been relaxing, informative and an important step in my plan to age slowly and with grace. Thank you Dominique. I am so grateful to have you as a part of my personal "living young" team.

For: Dr. Maki Takashima, ND

From: Ann Love McPherson

I have had the pleasure to experience my first professional visit with Dr. Maki Takashima, ND. Dr. Maki is a truly wonderful, dedicated Naturopathic

Physician. Before you go you complete a detailed health history and when you see her she is ready to focus on the real issues you are concerned about. She has developed a beautiful practice of helping her patients correct their ailments within the framework of natural treatments and education of better ways to prevent illnesses in the first place. She is very giving with important information to help you protect your health through food and lifestyle awareness. She definitely helped me to "fine tune" my systems and also made a wonderful tincture that gave me increased energy and focus; all from safe, natural plants. I have always steered away from the prescription methods of cure whenever possible. I am delighted to know her and appreciate her devotion to her patients' well-being. Thank you Dr. Maki for bringing your practice to the Monterey Peninsula!

For: Dominique Gallet, Dominique Skin Care

From: Cammie Jones, Cammie Jones Organizing

Just had a wonderful, relaxing, state of the art skin care treatment from Dominique, and my skin is so soft & glowing! It's all about you from the moment you walk into her beautiful & welcoming salon until you're ready to go. For a truly extraordinary experience for your skin, try Dominique Skin Care.

For: Doran Poma Doran Poma Skin Care

From: Denise Kaku, Kaku Consulting

Doran did my TV make up for the PWN TV show and I was so amazed at how good I looked. She is a consummate professional that knows her stuff. If you are getting a new head shot, have Doran do your makeup. Thanks for a superb job and for squeezing me in at the last minute.

For: PWN Testimonial Board

From: PWN Member

Did you know that PWN has testimonials online? Post your testimonial and events on the announcement board anytime and don't forget to check it weekly for news about our fellow members! What a great way to recognize our members on an instant basis.

For: Dr. Cynthia Westbrook

From: Jeanette Kern, DDS

This week I was fortunate to experience a wonderful, non-traumatic, successful chiropractic adjustment. Dr. Westbrook is gentle, thorough, and very knowledgeable about her field. If you have ever been afraid of the cracking of an adjustment--have no fear!! Her hands and activator are truly painless!! A bonus is the hydro massage table that will be the frosting on the cake--a wonderful experience. I highly recommend Dr. Westbrook--she is terrific.



|| PWN Sponsor Opportunities ||

New PWN banner advertising opportunities—

- 6 months rotation \$47
- 12 months rotation \$77
- 6 months static tile front \$97
- 12 months static tile front \$177
- 6 months static tile directory \$79
- 12 month static tile directory \$149

Purchase on the PWN website www.pwnmonterey.org click Store or email pmajor@smallworldweb.com

Food Sponsor—

Gain exposure to the whole membership by Sponsoring the food on meeting nights. This amazing opportunity includes table signage, web signage, a special thank you in the newsletter and a mention from the President on meeting night! Contact 2010 PWN President Denise Kaku for more information. denisekaku@sbcglobal.net 624-6525

PWN Newsletter ads

Contact me for more information on placing a Newsletter ad Doran@doranpomaskincare.com or check out the website under the member section and click Newsletter Advertising Information.

Do you have a question about a PWN function, event or product? Email your question to doran@doranpomaskincare.com and you might see your question and answer in the next newsletter.

|| A Networking Tip from... ||

Donna J Brandt MBA
Primerica Financial Services
miisdjb@aol.com
917-6515

It is nice when we PWN members do business with each other, but we each have a warm market which extends far beyond our organization. When you are out and about in your daily life, you may hear the need for a service or product that one of our members provides. Now, you could say "Hey, you should call 'so-and-so' - she can help you get what you need. She's great!" (and then hand the prospect that person's business card or lead them to our online directory...) OR you could say "I have a friend who does just that. Her name is 'x'. **May I have her call you?"** and then you immediately contact your esteemed PWN colleague and give her a qualified, warm introduction to the person in need along with a phone number and possibly a good time to call. Then when you, the recipient of said referral, do business with that person, you remind them how you got connected and ask for similar referrals from them, and so on, and so on, etc.

|| Member Orientation Meeting... Hosted by Sandra Collingwood, Collingwood Carpet Care ||

We've renamed the "New Member Orientation" to "PWN Orientation" to reflect a more all-inclusive term for these informational meetings.

Sandra Collingwood will continue as usual giving the Orientations every other month after the Thursday Power Networking Lunches (from 1:00-1:40 pm.) In addition, on those alternate months when there is no lunch Orientation, she will be giving an Orientation just before our evening meeting from 5:00-5:40 pm.

The next evening PWN Orientation will be on Wednesday, February 3 in the Hyatt Regency Lobby from 5:00-5:40 pm.

By offering Orientations during the year at both times, more new members as well as current members will have the opportunity to learn how to better market within PWN.

Please call Sandra at 373-5352 if you have any questions or to RSVP.



A Networking Tip From...

**Doran Poma Esthetician
& Makeup Artist**

**When Speed
Networking sit next to
people you don't know.
You meet new people
and learn about new
businesses that way!**

A big Thank You to this month's Food Sponsor...

January...

Jean Stallings, Professional
Registered Parliamentarian
Cammie Jones, Cammie
Jones Organizing

February...

Sunday Specer, Portola
Plaza
Marion Gellatly, Powerful
Presence

With out you we
would all go hungry at
the meeting!

February's PWN Meeting

**Join us in February for one of our
most popular events ever...**

"Speed Networking"

**Wednesday, February 3rd
5:45 pm - 7:30 pm**

at

The Hyatt Regency Monterey Hotel

**This month we are in the
Pacific & Grove Banquet Rooms
located near Knuckles Sports Bar**

[directions](#)

Bring:

- Lots of business cards
- A note pad and pen
- A positive attitude

**And be prepared for a fun evening that will be
great for your business!**



What is speed networking? You'll have two minutes to let another person know what you do, how you can help them or others with your business, and how they can pass that message along to others that might need what you offer.

February Showcases

Susan Bradley-

Eric Sonne- Kyani Rep & The Carmel Pine Cone

Ellen Gannon-AMTA, NCTMB

Judy Zhu- Chinese Language Professor & Consultant

Stop by their tables and learn more about their business and how they can help you!

Advantages:

1. Only four candidates will have the opportunity to showcase per meeting.
2. We are limiting the presentations to two minutes.
3. You will have a.) more opportunity for networking, as you will be at your display table before the meeting, and b.) more visibility of your business displayed on your board for the whole meeting.
4. You will be listed in the monthly newsletter prior to your presentation.



Did you know... PWN has a “how to” tracking tool to make PWN work for you? Look on the website under the member section and click on PWN Diary. Print it out and track your activity for the year. It is also filled with great tips on how to network!

|| Tagline Tips by Julie Cavassas CPCC, Life Tools Training ||

The following exercise will help you develop your tagline if you haven't already done so. Tag lines –. A *tagline* is a word or phrase that helps people readily identify with what you do or what you sell. "You're in good hands with Allstate" or GE's "We bring good things to life" are two examples

- A short description of what value you give to your clients. No longer than 10 - 15 words.
- It identifies you as unique, different from the competition
- Makes people want to know more, sparks interest
- Note the difference between “I’m an immigration lawyer” and “smoothing the rough spots in the immigration process for Salinas Valley’s newest citizens.” Or “I’m a dog walker” and “exercise consultant to Monterey County’s best loved dogs over 40 lbs.”
- Which one makes you want to know more?

Steps to creating a timeless tag line.

1. Determine your niche. What makes you unique? What is your specialty?
2. Brainstorm a list of keywords related to your business. The more words, the better - verbs, nouns and adjectives. For instance, keywords for a fence company would include fence, boundary, perimeter, surround, keep in, keep out, bounds, picket, enclose, yard.
3. Now write down words that represent the benefits and results your clients and customers receive from your product or service. Speed? Convenience? Personal attention? Fame? Increased productivity?
4. Next, ask yourself what qualities characterize your clientele? Busy? Retired? Young professionals? Working mothers? Who do you serve?
5. Now brainstorm what your customers and clients are trying to avoid or get rid of when they buy from you. For a house cleaning service that straightens up as well as cleans, it's chaos: We tame the chaos.
6. Looking over your list of words, begin experimenting with combinations. Keep going until you come up with 5 or 6 potential tag lines.
7. Choose your favorite based on the following:
 - **Is it concise?** 10 – 15 words, 5 seconds?
 - **Is it distinctive?** The following aren't: The Quality Professionals; Fine Dining; Products for Daily Life.
 - **Does it communicate your message?** Something that sounds catchy but doesn't fit what you do or sell won't serve you well.
 - **Will it sound pleasant to the ear?**
 - **Is it something you can stand behind?** If you tell customers you offer Clog-free Gutters - Guaranteed, you had better be able to deliver them.
8. PRACTICE – practice your tagline so that it rolls off your tongue easily. If you find, after a lot of practice, it still doesn't, then modify it.

|| New Members ||

Mary Aguilar– John Saar Properties
831-277-1073
mary@maryaguilarhomes.com

Ellen Albertoni-A9Designs
831-753-0205
a9designs@yahoo.com

Victoria Feldman- Ray of Light Natural Beauty
831-236-8698
victoria.feldman@gmail.com

Stop by introduce yourself and welcome them at the next PWN event you attend!



**Professional Women's
Network of the
Monterey Peninsula**

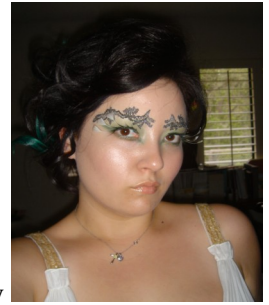
PO Box 1489
Seaside, CA 93955

www.pwnmonterey.org

||| Featured Board Member: Doran Poma, Newsletter Editor |||

Board Member Name: Doran Poma,
Doran Poma Skin Care
Esthetician & Makeup Artist, The Parlor Salon

Board Member Position: Newsletter Editor



Doran, Halloween 2008. I love practicing avant-garde makeup looks.

What do you see as your role in this position? I want to really focus on articles that help members use PWN more effectively. There is so much potential for all of our members in PWN, but most members don't know where to start. I want to point them in the right direction.

What are your goals as a PWN Board member this year? To create a fun newsletter and helpful tool. I want inform our members about what a great organization this is.

Tell us about you and your business. I love what I do. Helping people learn about what is right for their skin is my biggest goal. I practice all aspects of Esthetics including:

- Facials... relaxing and clinical;
- Skin Analysis... teaching you what your skin needs
- Acne treatments, anti-aging treatments, rosacea treatments, hydrating treatments, discoloration and scarring treatments;
- Body wraps, scrubs, detoxes, and hair removal; and
- Makeup lessons and professional makeup applications for big events (television appearances, weddings, galas...).
- Waxing for face & Body

I specialize in acne treatments for adults and teens and makeup for special events. I believe that with the correct treatment and homecare, all skin can be beautiful.

||| Your 2010 Board of Directors |||

Denise Kaku, President
denisekaku@sbcglobal.net
624-6525

Marion Gellatly, Vice President
mlgellatly@powerful-presence.com
625-2000

Donna Brandt, Treasurer
miisdjb@aol.com
917-6515

Lynn Lozier, Secretary
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624-3891

Audrey Pierson, Past President
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455-6377

Roxanne Noble, Programs
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Theresa Ream, Publicity
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Patricia Major, Technology
pmajor@smallworldweb.com
661-0887

Carol Lynn Young, Showcases
carol@young-skincare.com
625-6855

Alice Cura, Special Events
acura@talinodesign.com
372-6020

Donna Aikins, Networking Lunch
donna@commonbond.biz
655-5689

**Contact a board member to join
their committee and help plan PWN
events and ideas!**