



NETWORKING

What we do best!

Professional Women's Network of Monterey

Volume 27, Issue 4, April 2010



Denise Kaku
PWN President 2010

Letter From the President:

For those of you who missed the March meeting, Annie Morhauser did a wonderful job of presenting tips for surviving in the current economy. Her video describing Annie Glass was well done and informative. Staying resilient and continually reinventing your business is part of thriving and I would challenge you all to keep learning, growing and attending PWN meetings and events.

Julie Cavassa did a fun and lively Saturday Seminar on March 20th on how to sell to anyone. Her presentation helped us become more astute observers of other's behavior in order for us to connect with any potential client in a more effective way. Consider attending a future Saturday Seminar. They are affordable; \$10 for members and \$15 for non members. Our next one is scheduled for May 1 (9:30-11:30 AM) at Ream Construction and features MarthaElin Mountain, EdD., M.A., MFT presenting on "Using Your Emotional Mind (E-Mind) to Increase Your Bottom Line".

Be sure to attend our April 7th meeting at the Hyatt featuring Robert Cura of Talino Design speaking on "Supercharge Your Web Marketing; Internet Strategies and Tools to Become a Client Magnet" – a crucial topic for staying in the game.

Hope to see you all there and remember to bring prospective new members since our membership drive runs through May 5. You could win a prize for signing up the most members and we have a special prize for some lucky new member that joins between now and our May mixer.

Denise Kaku – 2010 PWN President

Kaku Consulting

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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 Tip ||

Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.



|| APRIL PWN Events! ||

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
			1	2	3/4
Fill your calendars with PWN events!					
5	6	7 5PM Member Orientation 5:45 Monthly Meeting "SUPERCHARGE YOUR WEB MARKETING: Internet Strategies and Tools to Become a Client Magnet" The Hyatt Hotel	8	9	10/11
12	13 5:30 to 7:30 MIXER NICE! WOMEN'S CONSIGNMENT Suite 1, 850 Munras Avenue Monterey	14 12:30 PM to 1:30 PM "OUTSMART YOUR COMPETITION WITH SMART WEBSITE DESIGN" FREE Monterey County Fair Grounds	15 11:45 Power Networking Luncheon Jacks Restaurant \$14	16	17/18
19	20 5:30-7:00 PM OPEN HOUSE Traci Davis 26344 Carmel Rancho Lane Suite U2 Carmel Located above Fremont Bank. RSVP: (831) 250-7612	21	22	23	24/25
26	27	28	29	30	

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

|| Future Power Networking Luncheons ||

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.

2010 Luncheon Dates

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



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

Email your testimonials to dpoma@doranpomaskincare.com by the 20th of every month.

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Testimonials

For: Hambrooks Auction
From: Lori Silver, Attorney at Law, CPA, LLM (Taxation)

For some incredibly great fun, go to Hambrooks auction which occurs every three weeks. I bought a beautiful topaz and diamond ring for \$150! And I googled the company who made the ring – it is top quality!

For: Donna Aikins, Donna Aikins Designs & Common Bond - Good Ideas That Serve a Purpose
From: Lori Silver, Attorney at Law, CPA, LLM (Taxation)

Donna Aikins typeset my budgeting book and it looks amazing. Although it isn't published yet, it looks so professional!

For: Leslie Sweet, Functional Integrated Training
From: JoAnn F. Reiter, Inside Shading

I am pleased to send a testimonial for Leslie Sweet a personal fitness trainer. She has taught me the proper way to exercise without causing injury. She is extremely knowledgeable on the body and how it works and the best exercises to get to the place of your choice. I highly recommend her services to anyone looking to fine tune their program or to get started. Thank you Leslie.

For: Julie Cavassa, Life Tools Training
From: Carol Lynn Young, Clinical Skin Care

I attended Julie Cavassa's 3/20/10 Saturday Seminar: How to Sell to ANYONE! What a fun, entertaining, and informative morning that was. I now know more about the different styles of being that people have, and how to relate to them. Julie made it so hands-on, involving us all, making us laugh while giving us some really useable information. I know much better now how to tell what my clients & potential clients are really wanting from me. Julie really knows her stuff & I highly recommend working with her if you get a chance.

Networking Tip:

Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

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

Email your testimonials to dpoma@doranpomaskincare.com by the 20th of every month.





Members out in the Community

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



Theresa Ream, Sarah Schupbach, Carol Lynn Young, and Susan Bradley with Barbara Eden from "I Dream of Genie". At the Monterey American Red Cross and Monterey Film Commission's Oscar night fundraiser at Spanish Bay on March 7th.



Spring Membership Drive

Announcing the PWN Spring Membership Drive

The PWN Spring Membership Drive runs from April 1, 2010 through May 5, 2010. The member who refers the most new members during that time will receive **\$100 PWN Bucks** which can be redeemed for the services or products of any PWN Member. In addition, all new members who join between April 1, 2010 and May 5, 2010 will be entered into a drawing for **\$50 PWN Bucks**.

(Instructions for redemption of PWN Bucks: Give PWN Bucks to a Professional Women's Network (PWN) member of your choice for their product or service. Search the membership at www.pwnmonterey.org. The receiving PWN member submits this certificate to a Board Member for reimbursement.)

1. **Invite potential new members** to our Spring Mixer on May 5, 2010 – use the cover letter located on the "About Us" page of the PWN website -<http://www.pwnmonterey.org/about.asp> Invite:
 - a. Business women
 - b. Business men
 - c. People you buy from
 - d. People you would like to sell to
 - e. People you admire
 - f. People who would be an asset to the organization
 - g. People who would gain from being a member
2. **Follow up** with those you invite to make sure they have directions, know the right meeting room and time.
3. **Meet your guests** for a quick drink in the hotel lobby before the meeting and walk over with them, or meet them in front of the meeting room and help them sign in.
4. **Introduce your guests** to members who you think they would enjoy meeting. Make them feel comfortable.
5. **Help your guest** become a member before the close of the meeting on May 5 to qualify for the PWN Membership contest.



A big Thank You
to our Food
Sponsors...

March...

Danette Roberts
REALTOR
Intero Real
Estate Services,
Carmel

**Marjorie
Keating**
Energizing
Solutions
Hypnotherapy

April...
Lori Silver
The Law Offices
of Lori Silver

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

|| April PWN Meeting ||

Help yourself & help your business by attending our next meeting!

Wednesday, April 7th

5:45 pm to 7:30 pm

The Hyatt Regency Monterey Hotel

Plus: PWN Orientation at 5pm. For more information click [here!](#)

This month's program:

Robert Cura of Talino Design

"SUPERCHARGE YOUR WEB MARKETING: Internet Strategies and Tools to Become a Client Magnet"

Here's a hint:

- 12.2 Billion YouTube videos are downloaded every month
- 96 out of 100 newspapers are suffering declines in circulation
- About 37% of adults with broadband access watch the news on cell phones
- Facebook needs 30,000 servers for its 350 Million users
- In 2010, Gen X will outnumber baby boomers, and Gen X, Y, and Z think email is passé

Wanna know where your next client hangs out?

And why you might need mad web marketing savvy?

To be a client magnet, you need to create a formidable web marketing machine!

Find out how when you hear Robert Cura give this informative and inspiring talk!

About Robert Cura

As a former VP and Chief Technology Officer, Robert successfully led multi-million dollar software projects for clients including EDS and Blue Shield. His 30-year career in technology spans designing software to building and leading a software company. Today, Robert helps entrepreneurs transform their businesses through technology, strategy, and branding—to reach new clients, and market and grow their businesses. As a speaker and strategist, Robert brings technology to life with passion and purpose

|| April Showcases ||

- 1. Lynne Sloan of Care Solutions/Choice Home Health Care/Community Care**
- 2. Traci Davis of New York Life**
- 3. Stella Page of Stella Page Design**
- 4. Mary Jeanne Vincent of Mary Jeanne Vincent, Career Expert and Strategist**

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
NEW BLOG!!!**

**[http://pwn-
blog.com/](http://pwn-blog.com/)**

|| Saturday Seminar ||

Use Your Emotional Mind (E-Mind) to Increase Your Bottom Line

Presented for PWN Members and Guests By:

Dr. MarthaElin Mountain, Ed.D., M.A., MFT

Licensed Marriage and Family Therapist and Consultant

Saturday, May 1 9:30 – 11:30 AM

Your business life, like the rest of your life, is affected by emotions — yours and others'. Paying attention to your emotions and managing them in proven, effective ways is a smart business strategy that positively affects your bottom line. In this intriguing seminar you will assess your business E-Mind and learn specific ways to use your mind-body-brain connections, and those of others, to increase your success.

As seminar leader, MarthaElin blends her personal skills and practical expertise in Psychology with her knowledge and past experience as a consultant and coach to Business and Education professionals at local, state, and national levels. Her accessible teaching style will keep you engaged and fascinated as you learn how to use your E-mind to create more success in your business.

Saturday, May 1 ~ 9:30 AM - 11:30 AM

Location: Ream Construction, 567 Ortiz Avenue, Sand City, CA 93955

The cost is \$10 for PWN members and \$15 for non-members.

Space is limited. RSVP to Marion L Gellatly at mlgellatly@powerful-presence.com or (831) 625-2000.

Audrey Pierson's Testimonial (Secure Your Success, Inc.)

"I have happily worked with MarthaElin for many years, from attending an enlightening Pinpoint session through our time serving together on the PWN Board. I am a huge fan! MarthaElin is so warm and approachable, with an amazing ability to know just what you "mean" and not just what you "say". If you have an opportunity to work with, learn from, or simply be with MarthaElin – I say, go for it!"

Dr. MarthaElin Mountain is a Licensed Marriage and Family Therapist and a Personal Consultant. ***As a therapist***, she helps you resolve immediate concerns and stress; heal painful memories or fears; create healthier relationships; let go of destructive habits; navigate a cancer journey; analyze dreams; manage moods; gain inner strength, clarity, and confidence.

As a Consultant, MarthaElin assesses and helps you problem-solve concerns about:

1) midlife and aging, 2) the unique emotional and diagnostic challenges of giftedness, and 3) optimal performance in work, school, and the arts.

MarthaElin earned her graduate degrees in Education, Organizational Behavior, and Psychology at Stanford, U.C. Berkeley, and Chapman University. She first joined PWN in 1983 and is a past Board member and President.

|| New Members ||

Mary Aguilar– John Saar Properties

831-277-1073

mary@maryaguilarhomes.com

Ami Alexander- Philosophie Hair Boutique

831 624 4181

philosophiehairboutique@gmail.com

Elizabeth Mello

831-915-4822

eliz.mello@gmail.com

Pamela Meyer, Design Works, Ltd

831-624-4000

Pamela@designworksltd.net

Eric Sonne, American Medical Transportation

831-920-0687

ennos7@yahoo.com

Stop by to 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:

Board Member Name: Julie Cavassa
Board Member Position: Membership



What do you see as your role in this position? My role as Membership chair is threefold. First to make guests to our meeting feel welcomed and comfortable, and to insure they have the information they need to decide if membership in PWN is right for them.

Second, to smooth the enrollment process for new members, making it as easy as possible to complete, and to make sure new members are aware of the many activities PWN provides for building their businesses.

Finally, to retain current members by ensuring their networking needs are being met.

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

My goal as a PWN Board member is to make sure that we provide our members with the best possible events, tools, and ideas for making their businesses more productive, successful and fulfilling while having fun.

Tell us about you and your business

I am a Success and fulfillment coach for women, certified by the Coaches Training Institute. I coach women entrepreneurs to create more balance, fulfillment and cash-flow in their businesses; non-profit and team leaders to create more effective, happy and successful teams; and women who are in transition, either ready to take on that big dream they've always had or at a place where they are looking for that dream. I am committed to assisting my clients to live lives of balance, purpose and fulfillment by becoming the Heroes in their own Lives.

I offer free sample sessions to anyone who wants to know what coaching is all about, or think they might want coaching in their own lives. Just send me an email at coachjulz@lifetoolstraining.com to schedule your session.

Anything else you want PWN members to know? I've named my year the year of being abundantly rewarded for playing. Anyone else want to come have fun with me?

Your 2010 Board of Directors

Denise Kaku, President
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624-6525

Marion Gellatly, Vice President
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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!**