



NETWORKING

What we do best!

Professional Women's Network of Monterey

Volume 27, Issue 6, June 2010



Denise Kaku
PWN President 2010

June 2010 PWN President's Article

Our May Spring Mixer was a lively, engaging event. Alice Cura and her committee did a great job with the room layout, special chocolate fountain and fun mixer activity. Our organization presented the Monterey Peninsula College Women Helping Women Program \$2,000 to assist students with financial needs.

We also received many donations of professional clothing for the Otter Outfitters, a clothes closet set up at CSUMB for students going on job interviews. Thank you all for being so generous.

Our special raffle generated a whopping \$760 thanks to all the generous donors and buyers. Congratulations to Juliette Ferguson, the lucky winner of the \$1500 marketing package. Kudos also go to Julie Cavassa, membership chair who won the \$100 PWN bucks for signing up the most new members. Way to go Julie!

Remember our June 2 meeting which will be held at the Hyatt in the Spyglass I & 2 banquet rooms located in the conference center lower level. (5:45 pm) We will feature Marci Bracco Cain covering "Marketing and Branding in Today's Marketplace". Invite a guest to attend and learn about using social media, the five steps in marketing oneself and resources you can use to market your business plus more.

See you there!

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 |||

Talk It Up!

It doesn't matter who you're talking to -- as long as you're talking. To make the most of a networking event like PWN, you need to spend 75% of your time with people you *don't* know. If you find yourself talking to the same people over and over again in between sessions, walk away from that group, go get a drink, and say something to a stranger in the line. Force yourself to meet new people.



||| June PWN Events! |||

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
	1 Radio/TV Your Town program 5:00 pm on AMP Channel 24, News Talk 1240 AM KNRY Radio	 2 5pm PWN Orientation this month Marci Bracco Cain "Marketing and Branding in Today's Marketplace" 5:45 pm to 7:30 pm The Hyatt Regency Monterey Hotel Spyglass Rooms 1 & 2 (see page 4 for info)	3	4	5/6
7	8	9	10	11	12/13
14	15	16	17 Power Networking Luncheon (See below for details)	18	19/20
21	22 5:30 to 7:00 pm Member Mixer Carol Lynn Young Skincare (see page 6 for more info)	23	24	25	26/27
28	29	30			



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||| Future Power Networking Luncheons |||

2010 Luncheon Dates

- 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 setup 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, and we'll make room for you. 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 and if you're a member, add your own.



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.

||| Testimonials |||

For: Sidney Richardson, CMT
From: Jeanette Kern, DDS

I just received an awesome massage from Sidney Richardson, C.M.T. ! From the moment she placed her hands on my head and neck—I knew I was in the presence of a professional. Her skills of over 25 years was evident. My tired, travel weary body was transformed into an energized, pain free new woman. I highly recommend Sidney—she is available at the end of our busy workweeks and her healing energy and touch are something we all deserve.

For: Roxanne Noble, Mary Kay
From: Joanne Rider, Inside Shading

My experience in purchasing May Kay Cosmetics from Roxanne was so enjoyable. Having her come to my home and be relaxed was perfect. She is so informed on the products that she provides and such a cheerful demeanor. She's the best. Thank you Roxanne.

||| 2010 PWN "Shop Local" Expo |||

Professional Women's Network of the Monterey Peninsula (PWN) would like to invite you to apply to participate in our first ever "PWN Shop Local Expo" on October 6, 2010 from 4:00 – 7:00 at the Monterey Hyatt Conference Center, Regency Ballrooms. The Shop Local event offers the opportunity for you to showcase your business and products to our 165 PWN business members, the 65 business members of our sister organization the Salinas Valley Business Women's Network (SVBWN) and to members of the general public.

As an exhibitor you may distribute information about your business, sell products and service at the event and collect information from potential new customers for future marketing. Please note that your application does not guarantee your space as we will be limiting the number of exhibitors to 60 to ensure the best exposure for each participant. In addition, we are limiting the number of exhibitors of each type of business so we encourage you to return your application early. We anticipate filling quickly.

Pricing for half-table: Half-table = 3' x 2' table area, 1 chair

PWN member \$30

SVBWN member \$40

General vendor \$100

Option: pay \$135 for a PWN membership & qualify for \$30 half-table fee, total due \$165

Pricing for full-table: Full-table = 6' x 2' table area, 2 chairs

PWN member \$60

SVBWN member \$80

General vendor \$200

Option: pay \$135 for a PWN membership & qualify for \$60 full-table fee, total due \$195

Additional pricing for electricity per vendor, half-table or full-table: \$60

Please see the PWN website for an application to show your business at the event.

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- Mary Jeanne Vincent,
Career Expert and
Strategist
- Danette Roberts,
Intero Real Estate in
Carmel
- Jeanette Kern, DDS,
Inc.

JUNE...

[Shirley Kiatta](#)
Elder Care
Consultant

[Marjorie Keating](#)
ENERGIZING
SOLUTIONS
HYPNOTHERAPY

||| June PWN Meeting |||

Another great meeting with a timely topic that will help
your business thrive!

Wednesday, June 2nd

5:45 pm to 7:30 pm



Marci Bracco
Cain

PWN Orientation this month at 5 pm
The Hyatt Regency Monterey Hotel
REGENCY BALLROOM

located in the
Hyatt Conference Center
This month's program:

Marci Bracco Cain

"Marketing and Branding in Today's Marketplace"

Marci will increase your knowledge with answers to questions such as: What is Marketing? / How do I know what to market and what I need? / Branding my business / What is PR and how do I get in the newspaper? / Do I have to pay for articles to appear in the newspaper? / What are the five steps I need to take to start marketing myself? / Should I advertise? / How do I utilize social media for my business? / What are my next steps to market my business? / Resources for marketing my business

Marci Bracco Cain is a marketing and public relations consultant specializing in building and creating brands. She focuses on the unique qualities of a company, organization, product or service and the characteristics of the defined audience. Marci strives to differentiate clients from their competitors and develop a distinct brand identity.

Her company, [Chatterbox](#), has been serving clients in industries as diverse as: agriculture, artists, authors, food and wine, healthcare, legal, nonprofit, professional services, real estate, retail, tourism, and more.

||| June Showcase |||

1. **Ellen L. Albertoni**, A9designs
2. **Julie Cavassa**, Women's Success & Fulfillment Coach, Life Tools Training
3. **Molly Steele**, Attorney and Mediator
4. **Jennifer Pilotti** – Be Well Personal Training

Stop by their tables, located at the front of the room, before and after the meeting to learn more about their businesses.



**Did you
know...**

**PWN has a
NEW BLOG!!!**

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

||| June Member Mixer Event |||

PWN June Mixer

*Save the date for a 'field trip' to
Carol Lynn Young Clinical Skin Care.
Socialize at Carol's cozy Carmel studio for spring
mingling and a fun evening out.*



Tuesday June 22, 2010

5:30 to 7:00 pm

**SE Corner Monte Verde at 7th, Suite 19
Carmel-by-the-Sea**

Enjoy refreshments, enter to win prizes

FUN! FUN! FUN!

||| Welcome New Members |||

Monica Hudson
Rent a Living Christmas Tree LLC
831-624-8733
monicahudson@gmail.com

Roy Malcolm
spa on the plaza
831-647-9000
alma@spaontheplaza.com

Kelly McCullough
Garland's Window Concepts & Interiors
(831) 375-5436
ktmmiles@sbcglobal.net

Barbara Mejia
Monavie Independent Distributor
(831) 917-8256
bhmejia@redshift.com

Peggy Stap
Marine Life Studies
831.901.3833
peggy@marinelifestudies.org



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

PO Box 1489
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www.pwnmonterey.org

||| Featured Board Member: Julie Cavassa |||

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
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
lynn@carmellaw.com
624-3891

Audrey Pierson, Past President
Audrey@secureyoursuccessinc.com
659-1456

Julie Cavassa, Membership
jcavassa@comcast.net
455-6377

Roxanne Noble, Programs
RoxNoble@MaryKay.com
905-1466

Cammie Jones, Fundraising
cjorganizing@gmail.com
394-8419

Theresa Ream, Publicity
tream@redshift.com
402-1130

Doran Poma, Newsletter
doran@doranpomaskincare.com
333-0970

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!**