



# NETWORKING

What we do best!



Denise Kaku  
PWN President 2010

### Letter From the President:

Our April meeting featured Robert Cura of Talino Design who gave an informative presentation about web marketing. His company assists businesses in search engine optimization which means he helps you come up sooner in google searches. He stressed that we needed to have a compelling and attractive home page that passes the 3 second test – which means when prospective clients land on your home page, they stay and look for more than 3 seconds.

Our April 13<sup>th</sup> mixer at Nice - a consignment shop on Munras Avenue turned into a fun shopping expedition for those who attended. Many walked away with fabulous bargains, jewelry, designer handbags, scarves, professional clothing not to mention those fun shoes. Stop in to Nice and say hi to Brigit the owner and Maryann.

Don't miss our May 5<sup>th</sup> Spring Mixer. It will be held in the Pacific Grove banquet rooms near Knuckles Sports Bar at the Hyatt. (5:45 pm) We will announce the winner of our membership drive as well as give away some PWN bucks to a lucky new member.

As always, PWN means business and I hope you all attend our next meeting to share your business with us.

*Denise Kaku – 2010 PWN President*  
Kaku Consulting

### Inside this issue:

Calendar	2
Testimonials	3
Spring Membership drive & Member Mixer	4
May Meeting, Spring Mixer, Clothing Drive	5
Saturday Seminar Info, New Members	6
Board Info, Featured Board Member	7
Featured Member, Member Anniversaries	8

### 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 ||

With all the demands on our time made by our business, professional and personal lives, it's tempting to assign a lower priority to networking as an activity designed to meet new people. That would be a mistake.



|| MAY PWN Events! ||

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
					1/2
Fill your calendars with PWN events!					
3	4	5  PWN SPRING MIXER & Membership Drive Wednesday, May 5th 5:45 pm to 7:30 pm The Hyatt Regency Monterey Hotel's Grove Room	6	7	8/9
10	11	12	13	14	15/16
17	18	19	20 Power Networking Luncheons 11:45 \$15 Jacks Portola Plaza Hotel	21	22
23	24	25	26	27	28/29
30	31				



**REAM CONSTRUCTION**  
 start the dream, call Ream.  
**899-6569**  
 567 Ortiz Ave, Sand City  
 Lic #828540

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

2010 Luncheon Dates

|| Future Power Networking Luncheons ||

- 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](mailto: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 [dpoma@dorangepomaskincare.com](mailto:dpoma@dorangepomaskincare.com) by the 20th of every month.**

**So Fresh!**  
 Carpet, Area Rugs, &  
 Air Duct Cleaning  
 \*\*\*Offering 24 Hour  
 Emergency Service\*\*\*  
**EXCEL**  
 Carpet & Upholstery Cleaning  
 899-6518

## Testimonials

**From: Ann Appel, Farmers Insurance Group  
 For: Dr. Debi Siljander**

I was in the market for a new local doctor. Got an appointment right away. Office is really easy to access. Dr. Siljander spent as much time as I needed to lay out a plan for my continued health. I highly recommend her.

**From: Cammie Jones, Cammie Jones Organizing  
 For: Jane Deuber, Profit Partners**

I had the privilege to hear Jane speak at our Sister Organization SVBWN lunch in April. Wow! She had some great marketing tips that I was able to use that very day at a business meeting later that day. Thanks Jane for a great presentation!

**From: Cammie Jones, Cammie Jones Organizing  
 For: Juliette Ferguson, Pink MBA Studios**

I attended one of Juliette's Vemma tastings at the Black Bear Dinner this past week. What an incredible nutritional supplement. I'm trying out the "Thirst" to help me with my training for the Salinas Valley Half Marathon in August. Looking for a nutritional supplement that is easy to take & has the science to back up it's claims. Then talk to Juliette about Vemma!

**From: Carol Lynn Young, Young Skincare  
 For: Theresa Ream and Sarah Schupbach at Excel Carpet Care**

I just had the carpet cleaned in my office by Steve from Excel Carpet Care. Wow, what a speedy accurate professional. Theresa Ream gave me a coupon for carpet care when I saw her recently. When I called to schedule, Sarah got me streamlined right in really fast. And Steve did the best job. No toxic fumes, either. My whole office feels fresh, lighter, brighter. Spring Cleaning at it's best. I can highly recommend you try them out.

**For: Kelly Violini, Monterey County Fair  
 From: Wendy Brickman, Brickman Marketing**

I would like to compliment Kelly Violini, CEO of the Monterey County Fair, who works tirelessly to create amazing community events all year round. She plans the fabulous annual Monterey County Fair that has something great for all ages, and hosts monthly Monterey Peninsula Chamber Brown Bag Seminars and Turf Club Dance events, among many other activities such as weddings, company events, picnics and more. For the 2010 Monterey County Fair in September, Kelly has simply outdone herself by implementing an amazing youth invention contest and child literacy program. Kudos to Kelly!

**From: Jean Stallings  
 For: NICE consignment Store**

Thanks to NICE Consignment Store for a fun and fascinating Open House!

And thanks, too, for extending the discount through the weekend so I could go back for what I forgot the night of the Open House

**For: Collingwood Carpet Care**

**From: Mary Potter, CTC, Pacific Grove Travel**

I have a testimonial for Super Spotter Spot Remover from Collingwood Carpet Care. My husband polished his shoes while watching TV and got black shoe polish on the carpet! Super Spotter got it out! I was surprised and glad!!

**For Carol Young, Young Skin Care**

**From Patricia Major, Small World Web**

My skin is already glowing after just two treatments from Carol Young. Her studio is warm, luxurious, and beautiful, and I feel like royalty while I am there. She has been wonderful about explaining exactly what she's doing, and I've been amazed at how little I knew about my own skin! If you want to give your appearance a boost, revamp your femininity, or increase your professional image, go to a real expert: Carol Young. I am so glad I did!

**From Mr. Terry Taylor @ the Shakespeare Society of America**

My most heartfelt testimonial recognition belongs to Ann Love McPherson as an Angelic PWN Ambassador and Representative to my PWN member event on February 13th 'Knight Out to Love Shakespeare'. Thank You Ann It is an honor to acknowledge the most thoughtful consideration offered by Members of the Professional Women's Network of Monterey over this last year.

I especially want to praise the time and sincere interest offered by: Wendy Brickman, Patricia Major, Alice Cura, Cindy Heckman, Judy Currier, Donna Brandt, Julie Cavassa, Cammie Jones, Roxanne Noble, Carol Lynn Young, Kirstin Roehrich, Susan Raab, Vicki Sarris, Jean Stallings, Helen Maxie, Zee Labega, Connie North, Maki Takashima, Denise Kaku and Judy Zhu

**From: Alice Cura of Talino Design**

**For: Doran Poma Skincare**

I needed a professional photo, and I wanted to look my best. I went to Doran Poma for professional makeup. Doran worked her magic, with makeup specifically designed for photography. The colors worked beautifully with the colors I was wearing, and the eye makeup elongated my eyes. The photographers said Doran did an excellent job, and asked for her cards for their portrait clients. And I have some great photos! Thank you, Doran.

**From: Leslie Bruhn**

**For: Heahter Kiata**

Great massage. Seriously. The changes in how my body felt were remarkable.



## || Member Mixer ||

PWN Sponsored Mixer at Nice! Consignment Shop a big success! We had a great turn out of about 25 PWN Members and guests for our Member Mixer. The shopping was fun and it was a kick to try on clothes and show them off to our PWN buddies, what a great way to draw closer as friends and business associates! Brigit generously offered us appetizing snacks and a whopping 20% off our purchases. Thanks Brigit for a memorable night and wonderful blouse and earrings!

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



## || 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](http://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...

**April...**

**Lori Silver**

The Law Offices  
of Lori Silver

**May...**

- **Bright Kirsten Timpson,**  
nice! Women's  
Consignment

- **Mary Jeanne Vincent,**  
Career Expert and  
Strategist

- **Danette Roberts,**  
Intero Real Estate in  
Carmel

- **Jeanette Kern, DDS,**  
Inc.

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

## ||| May PWN Meeting |||

### PWN SPRING MIXER & Membership Drive

**Wednesday, May 5th**

**5:45 pm to 7:30 pm**

**The Hyatt Regency Monterey Hotel's  
Grove Room**

Your PWN Spring Mixer Committee (Alice Cura, Diane Glim, Ann Love McPherson, and JoAnn Reiter) is planning a fantastic mixer for PWN members, new members, prospective members and our local business community!

#### **Invite Potential Members & Guests**

For PWN members, this is a great time to invite prospective members and guests—to network and enjoy a fun evening of mixing. And the member who brings in the most new members who join between April 1 to May 5 will win \$100 PWN bucks (redeemable at any PWN-member business!!!) Plus all new members will be entered in a drawing for \$50 PWN bucks!

#### **Be Ready to Raffle for Fantastic Prizes**

The Mixer Committee is raffling up some truly outstanding Raffle baskets, including the “Spring Fling,” “Spring into Marketing,” “Fashion & Style,” and “Beauty & Spa” packages.

#### **Great Mixing & Networking**

We have a great mixing activity planned, as well as special opportunities for members and especially new members to let us know what they do.

#### **Professional Clothing Drive!**

Please bring your gently used, freshly dry-cleaned, men's and women's, business and age-appropriate attire, (non-business attire can not be accepted) to the mixer! See the May Newsletter for more details!

#### **Mark your calendars and invite your friends!**

**We look forward to seeing you there.**

## ||| Professional Clothing Drive |||

### **Professional Clothing Drive!**

This is your chance to clean out your closets of the business attire, **male and female**, you no long need or use. You know that wonderful jacket that you thought would work with that skirt? How about those ties that keep collecting dust in the other half of the closet?

Please bring your gently used, freshly dry-cleaned **business and age-appropriate attire**, (*non-business attire can not be accepted*) to our **May Mixer!** They will also accept briefcases, purses, dress belts, overcoats & dress shoes.

The clothing will be donated to Otter Outfitters, a university-wide program founded in 2004 by California State University, Monterey Bay's Women's Leadership Council. It is a free of charge program to graduating seniors (male and female) who may not have appropriate attire for upcoming job interviews or other business related events.

Go ahead, clean out those closets and donate to this wonderful cause!

Cammie Jones,

Professional Organizer

Cammie Jones Organizing



**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](mailto: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.

## || Welcome New Members ||

**David Binham– Pro View Property Inspection**

831-375-0244

[proviewpi@gmail.com](mailto:proviewpi@gmail.com)

**Tracy Burke- Martella Printing and Graphic**

831-372-2002

[tracy@martellaprinting.com](mailto:tracy@martellaprinting.com)

**Debi Siljander- Monterey Physicians Medical Group**

831-375-8500

[ds@mpmedicalgroup.com](mailto:ds@mpmedicalgroup.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](http://www.pwnmonterey.org)

## ||| 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 e-mail. ([acura@talinodesign.com](mailto:acura@talinodesign.com))



## ||| Your 2010 Board of Directors |||

**Denise Kaku, President**  
[denisekaku@sbcglobal.net](mailto:denisekaku@sbcglobal.net)  
624-6525

**Marion Gellatly, Vice President**  
[mlgellatly@powerful-presence.com](mailto:mlgellatly@powerful-presence.com)  
625-2000

**Donna Brandt, Treasurer**  
[miisdjb@aol.com](mailto:miisdjb@aol.com)  
917-6515

**Lynn Lozier, Secretary**  
[lynn@carmellaw.com](mailto:lynn@carmellaw.com)  
624-3891

**Audrey Pierson, Past President**  
[Audrey@secureyoursuccessinc.com](mailto:Audrey@secureyoursuccessinc.com)  
659-1456

**Julie Cavassa, Membership**  
[jcavassa@comcast.net](mailto:jcavassa@comcast.net)  
455-6377

**Roxanne Noble, Programs**  
[RoxNoble@MaryKay.com](mailto:RoxNoble@MaryKay.com)  
905-1466

**Cammie Jones, Fundraising**  
[cjorganizing@gmail.com](mailto:cjorganizing@gmail.com)  
394-8419

**Theresa Ream, Publicity**  
[tream@redshift.com](mailto:tream@redshift.com)  
402-1130

**Doran Poma, Newsletter**  
[doran@doranpomaskincare.com](mailto:doran@doranpomaskincare.com)  
333-0970

**Patricia Major, Technology**  
[pmajor@smallworldweb.com](mailto:pmajor@smallworldweb.com)  
661-0887

**Carol Lynn Young, Showcases**  
[carol@young-skincare.com](mailto:carol@young-skincare.com)  
625-6855

**Alice Cura, Special Events**  
[acura@talinodesign.com](mailto:acura@talinodesign.com)  
372-6020

**Donna Aikins, Networking Lunch**  
[donna@commonbond.biz](mailto:donna@commonbond.biz)  
655-5689

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



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

PO Box 1489  
Seaside, CA 93955

[www.pwnmonterey.org](http://www.pwnmonterey.org)

## ||| Spotlight Member: Barbara B. |||

### 1. What makes you different from other jewelers?

We are honest people and Alan is a perfectionist in his work. We treat people like we would want to be treated, and expect that everyone wants the same things...great quality, incredible design, and the best value! Alan is a wonderful artist, so our customers get to deal directly with the owner, designer, and manufacturer. We don't "send things out" like other stores, and pray that it comes back properly. People have a natural distrust of jewelers, and sometimes, for good reason. Integrity and reputation is #1 for us! 34 years of very satisfied customers. Our customers are our best advertisers.

### 2. How has PWN helped you and your business grow?

It has not made a difference in my business. I attend most meetings and a rare luncheon. We always love to meet new people at the meetings and enjoy the feeling of friendship. I think most PWN gals think fine jewelry is too "expensive", but have never even walked through our doors to investigate and meet us. I could have been more pro-active and sent out monthly email blasts and reminded members of our presence. I will consider doing this soon. Original custom design work is our forte, and we can use the customers gold...melt down things people no longer wear and enjoy. We are conscious of saving customers money and creating heirlooms for the future.

### 3. Tell us about yourself so we can get to know you!

Alan and I have been married almost 37 years, and have been working in our fine jewelry store in Carmel together for 34 years. We have no employees and enjoy our small business. We have 2 grown daughters, Lauren and Jenna (29 & almost 24). Lauren is married and lives in San Jose. Jenna is a local graphic designer and enjoys photography. We are from Los Angeles originally, and really love living in this naturally gorgeous area! We love to hike in the surrounding hills, Point Lobos being our favorite spot.

## ||| Members Celebrating PWN Anniversaries |||

**Jennifer Mirich— 8 Years**  
Cypress Cabinets / Floor Store USA

**Theresa Ream— 7 Years**  
Cypress Cabinets / Floor Store USA

**Kelly Violini— 4 Years**  
Monterey County Fairgrounds

**Joanne Shiffman— 3 Years**  
Aesthetics & Genetics by the Bay

**Doran Poma— 2 Years**  
Doran Poma Skincare— The Parlor Salon

**Kristina Montellese— 1 Year**  
Monterey Bay Wellness Center

**Brian Foucht— 1 Year**  
BGF Planning Consultants

**Mary Looram— 1 Year**  
Mary Looram

**Catherina Mendenhall— 1 Year**  
Mendenhall Insurance Solutions, LLC

**Lara Grace— 1 Year**  
Robert Talbott Inc.

**Doris Beckman— 1 Year**  
Avon

**Kathleen Marcus— 1 Year**  
Purrfurably Cats

**J.W. Winslow— 1 Year**  
FRESH ART