



# Networking

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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.

## Smart Ways to Use Your Business Card

By Ivan Misner

*Successful networking is "all in the cards" with these four strategies.*

Your business card is one of the most valuable networking tools you have in your quest for increased referrals. Can you envision a reality where 20 to 30 people in your word-of-mouth marketing circle carry your cards and have them ready to hand to prospects they're actually qualifying for you? I certainly can, and am excited every time I hear someone say, "Let me give you my friend's business card; oh, and by the way, may I have him (or her) give you a call?"

The business card is the most powerful single business tool--dollar for dollar--you can invest in. It's compact, energy-efficient, low-cost, low-tech, and keeps working for you hours, weeks and even years after it leaves your hands!

Some of the things your business card does is:

- \* Tell people your name and the name of your business
- \* Provide prospects with a way to contact you
- \* Give others a taste of your work, style and personality
- \* It can be so unusual or attractive or strange or charming or funny that it sticks in the memory like a great radio or television ad
- \* It can be reused, as it passes from person to person, giving the same message to each person who comes in contact with it.

The two main functions of your card are to gain business from the person you give it to and to get your name out to other people with whom the first person comes in contact with via referrals. With that in mind, let's take a look at the most effective ways to use your business cards.

### Make Your Cards Accessible in Every Situation

In short, don't leave home without them! It's a great idea to keep a small box of your cards in your glove box, just in case you find yourself in a situation where you need more than you've carried in your pocket or purse. In addition to my jacket pocket, I tuck them away in my briefcase, wallet and computer bag, just to make sure I never run out.

### Seek Situations to Exchange Business Cards

There are many opportunities in which you can pass on your card to prospective clients and customers as well as referral sources you wish to develop. Some are obvious; others are not. Whenever you have a one-on-one meeting with someone new or someone you haven't seen for a while, give her your business card. At mixers and social events, be sure you have plenty of cards when you go in. These are good places to extend the reach of your network.

### Contacts at a Distance

Whenever you communicate with someone in writing, send a card if it's appropriate to the occasion. Enclose several cards in every packet of sales material you mail out. Along with your thank-you note to the businessperson whose referral brought you a major contract, include a business card to replace the one she gave away, plus several more.

### Special Tricks of the Trade

When giving out your card, hand-write something on one copy, such as your cell-phone number, a secondary e-mail address, etc. This will give that particular card a greater chance of being held onto. Be sure you give a couple of "clean" cards to that person, as well, and ask your new friend to pass one on to a potential customer.

After you get someone's card and have ended your time with her, make notes on the back of the card to jog your memory about something special that'll help you remember her.

The main thing when handing out your card is to keep in mind what an effective tool it can be. Take maximum advantage of its full potential. And never, ever, be caught out without it.

# FROM THE PRESIDENT

*As we begin this 2007 year, I'm very honored to be serving as your President. We have an awesome Board of Directors, who are as excited about the upcoming year as I am.*

*At our Board retreat in November, we examined how to implement this year's theme "Excellence in All Things". Some key things came out of that retreat. First, we looked at what was in place to see how we could improve on an already successful program. Our goal is to take what is already an amazing business networking program and raise the level of professionalism by making a few changes.*

*We are currently in the process of updating the website. One of the key things we are implementing is the ability to pay for our memberships on line. We have also updated the newsletter to be consistent with the already existing PWN collateral materials and will be updating the look of the website as well.*

*We are very focused on providing the maximum of networking opportunities in the hour and a half of time we are together on Wednesday evening. In that direction, we have made a few changes to the evening format. We are having ice breaker activities every meeting to help encourage networking with new people. We have also increased the showcase time for each person to 2 minutes. In order to allocate the time to include these activities and have ample time for the speaker, we are having the individual member introductions only three times a year - at the April Mixer, the Summer Luncheon and the Holiday Luncheon.*

*This year, we are very excited to be introducing three new programs. They are a Saturday Seminar to be held in this Spring, a Fall Showcase where members can bring their products and services to sell and a Mentoring Program for young women through the high school to encourage them to see their potential.*

*We would invite all members to be involved. There are plenty of opportunities to "plug in" your talents and work along side some amazing ladies that serve as our Board. It is my privilege to be a part of this exciting year.*

With Warmest Regards,



Jeanette Liguori  
Liguori Design  
585 Cannery Row, Suite 302  
Monterey, Ca 93940  
831-375-1273



## FEATURED BOARD MEMBER

Our featured PWN Board Member this month is Mary Marlene Warburton, Loan Specialist for Washington Mutual Bank in downtown Monterey. Mary is our Fund Raising Chair for 2007 and has been a member of PWN for 4 years. She really enjoys this group of dynamic professionals. She is responsible for the monthly raffles, Spring Mixer, the Annual Woman of the Year, and Silent Auction. She works hard to raise funds to meet our budget and award various scholarships at the end of the year. Mary enjoys giving away "Free Money" in Business, Equity, and Residential Lending. Other hobbies include golfing and living in this beautiful area since 1979. Any members interested in joining Mary on her committee or willing to donate items for each monthly raffle prizes/silent auction items, please contact her at 831-373-1399 or e-mail [mary.m.warburton@wamu.net](mailto:mary.m.warburton@wamu.net).



## PWN 2007 Board of Directors

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## THIS MONTH'S SPEAKER

# Jeff Burghardt, President Anda-Burghardt Advertising

A native of Carmel-by-the-Sea, Jeff Burghardt says his career in communications began at age 13 when he pursued acting. What began as live theater roles on the Peninsula turned into the film industry. The movie *Annie*, a few small budget films, and commercial bits were his claim to fame when he decided college was more important.

With a bachelor's degree in journalism and public relations in 1990, Jeff Burghardt hit the ground running and landed a job at The Gap, Inc. in San Francisco as a public relations coordinator. He was one of three people managing PR for Gap, GapKids, and Banana Republic. In his first year on the job, Burghardt successfully placed Gap clothes and articles in national magazines such as *Vogue*, *Cosmopolitan*, *Vanity Fair*, *Marie Claire*, *Allure*, *Elle*, *Esquire*, *Glamour*, and even *Businessweek*. In fact, Burghardt was given big kudos within the company for garnering the cover of *Vogue's* 100th anniversary issue which featured all the supermodels of the time wearing Gap clothes. During this same time, Burghardt started a ski team for the Gap which was supported by the founder, Don Fisher, and created a buzz within the company.

Later, Burghardt was promoted into the in-house ad agency at The Gap where he managed in-store marketing for about 850 stores in the US. In-store marketing encompasses everything you see in a Gap store such as packaging, posters, counter cards, labels, and so on. Known for his enthusiasm and motivation, the head of advertising, Maggie Gross, put Burghardt on a special assignment of developing a historical view of all Gap advertising. After four years at The Gap, however, Burghardt realized that corporate America wouldn't cut it. He wanted to be in control of the operation.

Along with a shift in his career path, Burghardt decided to consider moving closer to the Peninsula. He landed a job in Santa Cruz at Photoflex, a photographic equipment manufacturer, with the title of advertising manager. Now a one-man-band at Photoflex, he did everything. As he says, "wrote it, designed it, placed it, printed it." Once again, Burghardt grew bored of working on a single brand, so he searched out an ad agency position.

With this move, Burghardt made his way back to the Peninsula when he was hired as account director at Smith-Bowen Advertising in Monterey. After three years at the agency and about to become a partner, he decided to go it alone with a good family friend, Ish Anda, and started Anda-Burghardt Advertising, Inc. This is when the fun began.

Fear of failure drove Burghardt and Anda to work like maniacs for the first two years in business, but it paid off. The agency began working with many of the respected accounts in the area—many of which remain clients today. Community Hospital, Quail Lodge Resort, Pebble Beach

Resorts, Seascape Resort, and numerous national wine brands became their staple accounts. Burghardt's agency motto is "deliver, deliver, deliver". Both Burghardt and Anda believe in over-servicing accounts and providing integrated marketing services to create consistent brand images across all marketing.

"Brand building is a simple function of repetition," Burghardt said. "A consistent brand image combined with repeated impressions is what 'brands' your product or service. Too many people want to constantly change things or chase after the next new thing. Look at Tabasco, for example. Here's a brand that has stuck with a good thing. They've hardly changed anything until they recently expand their product line. As advertising professionals, part of our job is keeping people 'on brand' or in other words, on track. One thing I like to say is 'human beings are complex, but your marketing shouldn't be,'" Burghardt explained.

Today, Burghardt is very excited to market to the City of Carmel, since this is his home town. The agency recently had fun creating and marketing the Carmel Dog Calendar ([CarmelDogCalendar.com](http://CarmelDogCalendar.com)) and producing the Official Travel Website for Carmel ([CarmelCalifornia.com](http://CarmelCalifornia.com)) which also includes seven short videos they produced. Other current accounts include Santa Clara CVB, Portola Plaza Hotel and CSU Monterey Bay. Burghardt lives in Carmel and is also a partner in Carmel Valley Athletic Club.

## TUNE IN

The Professional Women's Network of the Monterey Peninsula (PWN) will feature several members on a one hour live program about "Professional Branding and Marketing" at 5:00 PM, Tuesday, March 6th on the Your Town Radio & Television Program. The Your Town program airs on AMP Channel 24, News Talk 1240 AM KNRY Radio and live stream on the internet, [www.ampmedia.org](http://www.ampmedia.org).

**Linda Shepard**, Keller Williams Realty, will host the program featuring PWN members:

**Susan Mark**, PWN Programs Chair, Chicago Title  
**Sherri Coffelt**, Results Partner  
**Pam Walters**, Independent Marketing Consultant  
**LuAnne Hutchings**, Sultry One Studios  
**Sarah Schupbach**, Disaster Kleenup Specialists.

The guests will discuss the importance of branding and how to successfully market products locally.

# FEBRUARY'S MEETING RECAP

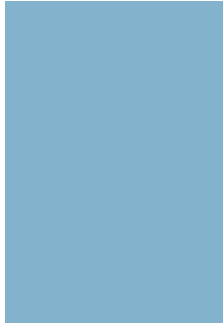
After having an amazing turn out for our February meeting with well over 60 members, models, and guests; we began the evening with an icebreaker to get things started. The night progressed with group activities that managed to get everyone involved and literally up and out of their seats!

PWN members who attended were informed and entertained by our speaker Ms. Thorton of Laguna Seca. Needless to say her impressive presentation style on how our personal images, voice tone, diction, body language, poise and self confidence can impact our lives and businesses was very easy to relate to our own businesses

Our first showcase of the year was a great success proving to be a fun new way for our members to visually present their businesses and network with each other. We kicked off February '07, with the topic of Professional Self and Image. Last months Showcasers were PWN members in the Life Coaching, Counseling, Clothing specialists and Beauty Consulting fields.

In the end the night was wrapped up with the raffling of the many items that our members so generously donated and the winners of the group exercise took their congratulatory photo!

-Ashley D. Miller



**The Professional Women's Network, founded in 1983, is the Monterey Peninsula's largest organization of professional women, with over 200 women representing a wide spectrum of professions. Membership is comprised of entrepreneurs, professionals, employees, and retirees. Guests are welcomed to all PWN events. More information may be gathered by visiting our website at <http://www.pwnmonterey.org>.**



# THANK YOU



Mary Warburton would like to extend a "Special Thanks" to the donors of some wonderful raffle items at our monthly meeting. Anyone interested in donating items, please contact Mary @831-373-1399 or email [mary.m.warburton@wamu.net](mailto:mary.m.warburton@wamu.net). You can either bring the items that night, drop them off at Washington Mutual Bank 2nd Floor @291 Alvarado St. in Monterey or Mary would be more than happy to pick them up.

#### Thanks to:

Julie Ann Lozano - Comcast,  
Phyllis Grillo - Primerica,  
Gwen Brooks - Brooks Consulting,  
Lori Silver - Attorney at Law  
Mary Marlene Warburton - Washington Mutual Bank

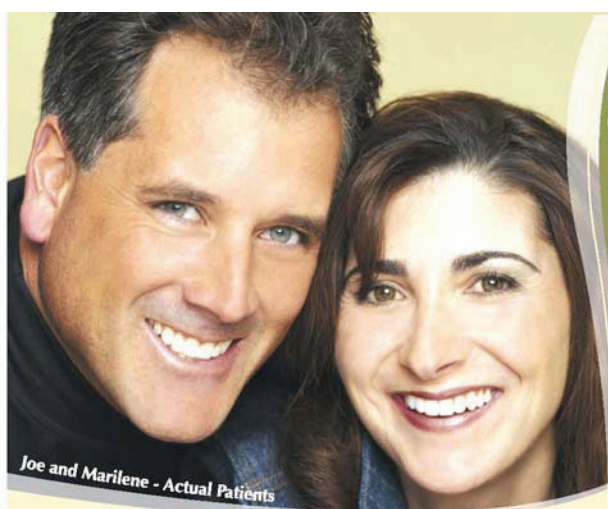
*for your generous donations at the January Meeting.*

#### Thanks to :

Ashley Miller - ML Stern Investments,  
Dr. Jeanette Kerns DDS,  
Jane Fleming - Beyond Wheat,  
Denise Kaku - Kaku Consulting/ Organizational Solutions,  
Mary Jean Vincent - Work Wise,  
Kristin Cota - Mary Kay Cosmetics,  
Sophie DeBeaukalear - Monterey Peninsula Toastmasters,  
Doris Beckman - AVON,  
Lisa Ann Thornton - Mazda Raceway Laguna Seca  
Mary Marlene Warburton - Washington Mutual Bank

*for your generous donations at the February Meeting.*

**Keep 'em coming.  
This is always a fun part of our monthly meetings!!!**



Joe and Marlene - Actual Patients



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## SHOWCASES

The Showcase Format was founded as another creative vehicle for our members to visually present their businesses. In keeping with our President's Vision of "Excellence in all things", our theme for 2007 is to raise the level of Professionalism. The Showcase opportunity allows ten members each month to present Storyboards, brochures, present samples of their work, or just educate the membership about who and what they do and how their services can benefit you, the consumer. This is a wonderful networking skill that PWN facilitates for our members to polish.

March '07 Showcase we have the opportunity to hear from some of our very talented members. Our theme is "excellence in all things" and this month the focus is on Professional Branding and Marketing. Graphic Designer, Business and Executive Coach/Consultant, Publishing Expert, Media Consultant, and Photographers will showcase their businesses. Their services help us as business owners project our image to the public through various avenues. March 7th promises to be an evening of "eye opening" opportunities that each of us can take advantage of to promote our own businesses.

### Our Showcasers will be:

Jeanette Liguori-Graphic Designer

Julie Ann Lozano-Advertising/Comcast

Susan Raab-Content Wheel/publishing expert

Sherri Coffelt-Results Partner Business and executive coach/consultant

Vicki Lynch-Eclectic Embroidery

LuAnne Hutchings-Event planner/photographer

*Please consider stepping out and seizing this "Out of the Box" format to Showcase your business. May '07 we are highlighting the businesses that help us "Get Ready for Summer".*

*We need members who are a part of Child Services, Travel Services and Photography.*

*Consider this you CALL to ACTION.*

*Remember only 10 spaces.*

*To sign up contact Jeanette Kern at [jKern@jkerndds.com](mailto:jKern@jkerndds.com)*

## PEOPLE ARE TALKING

Please send  
your announcements to

Ashley Miller at

[MillerA@MLStern.com](mailto:MillerA@MLStern.com)

for next months

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# NEW MEMBERS

**Marjorie Keating / Energizing Solutions Hypnotherapy**  
550 Abrego St 7, Monterey, CA 93940  
marjie2@sbcglobal.net  
Assisting others in overcoming challenges and obstacles in their life. Assisting clients in reaching their goals. Smoking cessation, and weight and health challenges, creativity, clarity and relaxation.

**Diahann Chappell / Pre-Paid Legal Services, Inc.**  
chappell59@prepaidlegal.com

**Francesca Hawthorne / Lily's Chance Discoveries**  
Lincoln between 5th and 6th St. Su Vecino Ct.,  
Carmel-by-the-Sea, CA 93921  
lilydiscoveries@sbcglobal.net  
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**Judy Currier / judycurrier@comcast.net**

**Mary Roos / Heller Estate Organic Vineyards**  
69 West Carmel Valley Road, Carmel Valley, CA 93924  
tastingroom@hellerestate.com  
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**Carmen Franks / Men's Wearhouse**  
390 Del Monte Center, Monterey, CA 93940

**Roni Rubinstein / Dog Sitter Extraordinaire**  
ronisue@comcast.net  
Board dogs in my Skyline Forest home. Comfy couches/long walks.

**Marilyn Wheeler / The Healthy Way of Monterey**

**Ashley D. Miller / ML Stern and Company**  
26625 Carmel Center Place, Carmel, CA 93923  
MillerA@mlstern.com

# CALENDAR

- 3/7/07** PWN Monthly Meeting  
5:30pm  
Embassy Suites  
Monterey Bay Seaside
- 3/11/07** Day Light Savings Time
- 3/15/07** Power Networking Lunch PWN  
11:45-1:30pm  
Jack's at the Portola Plaza Hotel  
*Please RSVP to Donna Aikins at 655-5689  
This is a terrific venue to market your business! You can bring a business related question and/or marketing announcement. Take advantage of this great way to get help, share ideas, and offer advice. Everyone benefits.*
- 3/17/07** St. Patrick's Day
- 3/21/07** SVBWN Luncheon  
11:30-1:00pm  
National Steinbeck Center

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