



NETWORKING

Professional Women's Network of the Monterey Peninsula Volume 29 Number 17 September 2005

IMPORTANT NOTICES

NEXT PWN MEETING

Sept. 7th 2005 - 5:45
Embassy Suites Monterey
Bay Seaside

POWER NETWORKING LUNCH

September 15th, 2005
Monterey Jack's at the
Portola Plaza Hotel.

11:45 am - 1:30 pm
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 (s). Take advantage of this great way to get help, share ideas, and offer advice. Everyone benefits.

NEW MEMBER ORIENTATION

The next **New Member Orientation** will be held **Oct. 20th** directly following the PWN Power Lunch from 1:00-1:30 at Monterey Jack's.

Please be prompt!

New members find out how to get the most out of your PWN membership. Call Sandra Collingwood at 373-5352 for more information. Future orientations may be held every other month just prior to our monthly meetings or after monthly luncheons.

Watch Networking for details!

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.

A MESSAGE FROM THE PRESIDENT, Sherri Coffelt, Results Partner



It's hard to believe that the Summer is almost over. Time seems to fly by, no matter how hard we try to slow it down! As the seasons begin to change, it's a good time to check in with yourself and access how you are doing against your goals this year, for your business and for your PWN membership.

How many new people have you added to your network this year? Have you put in place a follow up system to contact each new person you meet? How many PWN members have you met for coffee to learn more

about their business and share what your business has to offer?

Remember, you will only get results from networking in proportion to the effort you put into it. Every person you meet is an opportunity to share your unique gifts and learn the gifts of others, both in a business sense and as people.

At our September 7th PWN meeting, you will get the chance to hear Showcases from eight of our PWN members. This is a fun night where you will get to know some very special PWN members. What is your intention for this meeting? Be clear on what you want to get out of this meeting before you walk into the room.

And we still have great things to come in the last few months of 2005. In October, Catarina Rando, a great speaker from the Bay area, will be our guest. At this meeting, we will also be

holding our annual election of officers for 2006. We have a great line up of members who are willing to step up and make a difference for PWN. If you are interested in getting more involved on a PWN committee, please contact me or any of the PWN Board members.

In November, we'll hold our premier annual event - Our Woman of the Year Celebration and Silent Auction. This is a great opportunity to showcase your business by donating an item for the Silent Auction. Contact Kim Cruz, our Fundraising Chair, for more information. And we get to celebrate one of our own as we honor our next Woman of the Year. It will be fun!

I look forward to seeing you at the September 7th meeting!

In service,
Sherri Coffelt
Results Partner

Annual *SHOWCASE BONANZA* - September 7th PWN Meeting

The September 7th monthly meeting held at the Embassy Suites Monterey Bay Seaside will host our annual **Showcase Bonanza** featuring eight members' businesses. Four minute snapshots of each diverse business will highlight the variety of opportunity that exists for women in business on the Monterey Peninsula. Presenters include **Phyllis Grillo, Financial Services Representative, Primerica Financial Services; Mary**

Marlene Warburton, Loan Specialist, Washington Mutual Bank; Joyce Newell, Fashion Coordinator & Closet Auditor, Weekenders; Stella Page, Designer, Stella Page Design; Sarah Scott, Health Consultant, Ideal Health and Bio-Essentials; Kerri Peterson, MD, Artist, Scraps of Life; Jennifer Jones, Owner, Slim & Tone; and Tania Fleck, Natural Health Physician, Lemuria Health.

"In past years, this has been one of our most popular meetings," said Showcase Chairman **Rosemary Leonard of Creative Cakery**. "Our members enjoy learning about the businesses of fellow members. The presenters often see a spike in their business growth after the Showcase Bonanza. It's a great opportunity to get exposure among their peers."

FEATURED BOARD MEMBER - Sherri Coffelt, Results Partner



What do you see as your role in this position?

As President, I see three key roles:

1. Identify the needs of the organization and implement programs that meet these needs
2. Provide leadership to ensure that the monthly meetings and all events are efficient and rewarding for the members
3. Be a role model for the membership

As President, I am in service to the organization, as are all Board members. I welcome feedback from the membership and am committed to making this year our most successful ever!

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

My goals are the goals established by the Board in January of this year.

- Grow PWN membership from 178 to 215+, with 85% targeted retention of current members
- Provide increased support and opportunities to PWN members for networking to grow their businesses
- Support PWN members by providing educational programs and information that will grow member businesses
- Understand future fundraising needs/goals of the organization

At this point, I'm feeling confident that we will meet all of our 2005 goals! We have already met our membership objective, we've had great networking events like our Spring Mixer and our Speed Networking night, and we've had terrific speakers already and more to come. Our fundraising is up as an organization and we continue to support the Women Supporting Women program at MPC.

Tell us about you and your business.

As a business and executive coach, I get to live my personal

mission, being a catalyst for people to recognize and share their unique gifts with the world, every day. My 20 years of experience as a "Corporate Survivor", Small Business owner, Marketing Consultant and Coach allow me to support my clients in creating a life they love and making their businesses successful. Today, I coach people who are ready to start a small business, already have a small business and desire a partner in creating results, or are experiencing the reality of balancing a business and a quality life. I also love working with women navigating their way through the corporate world. As a Results Partner to my clients, I am dedicated to being the catalyst necessary for each client to achieve the results he/she desires and deserves.

Anything else you want PWN members to know?

I truly believe in feedback! Tell me, or any other Board member, how we are doing and what we can do to make PWN serve you best! I look forward to continuing to serve our membership in the months to come.

TESTIMONIALS

Sandra Collingwood/ Collingwood Carpet Care's "Superspotter" is a lifesaver and took out a very stubborn stain from my carpet in my store, and I tried everything you could think of, which didn't work! I would recommend having a bottle in every place you have carpet, from your home to your business establishment. *Submitted by Cathy Montante, Collezione Fortuna.*

Dr. Jeanette Kern and her staff have been taking care of our families dental needs for over a year now and we have never been happier with the service, expertise, and pampering which we receive each and every time we step into their beautiful facility. Being a dental assistant myself over 20 years ago I was thrilled to see the level of care and state-of-the-art treatments which they use with each and

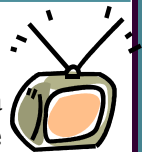
every patient. Stepping into Dr. Kern's spa like office puts a whole new perspective on what a dental environment should be as she sets the bar higher than the rest in her field. Thank you Dr. Kern for your hard work, excellent staff, and supreme service! *Submitted by Mindy & Ashley Pereira, Beleza Skin Care Center.*



A Huge thank you to Loralyn Thompson, Information Officer, Membership Committee, for all your hard work in creating the membership directories. PWN drafts a membership directory in February and another updated one in August. I don't know of any other organizations that take the time to draft two new directories per year. Loralyn your time and dedication is duly noted!



TUNE IN



PWN will broadcast a one hour live program at 5:00 PM, Tuesday, September 6th on **AMP Channel 24, Historic KNRY 1240 AM Radio** and live stream on the internet, www.ampmedia.org. **Gwen Brooks, Brooks Consulting Group**, the current PWN Membership Committee Communications Chair, will host the program. PWN publicity chairman **Julie Cavassa** of **Vincent Guarino Public Relations** will discuss the benefits of using **Public Relations to grow your business**. She will be joined by this month's guests, PWN members **Wendy Brickman, Brickman Marketing; Margarite Alvarez, Community Care/Choice Home Health Care; and Mindy and Ashley Pereira, Beleza Skin Care.**

Corrections & Clarifications from Rosemary Leonard: "WOOPS! OMISSION IN THE AUGUST NEWSLETTER!"

In my haste to make the Newsletter deadline, the following names of contributors to the Business Excellence Awards, Adopt-a-Table, Dinner held July 14th, were omitted: **Sarah Scott, Ideal Health & Bio Essentials; Sally Voss, Intertexture;** and **Becky DeSmet, Wharf's General Store.** My apologies. Thank you for your generous donations to make our table beautiful.

IMPORTANT INFORMATION

Banner Ads Get Noticed!

PWN members can advertise their businesses on the PWN website using a "banner ad". Banner ads run for 6 months and cost only \$50. Contact **Terry Low** at 656-9186 for details and specifications! Reminder - every current member of PWN is listed on our website at - www.pwnmonterey.org

Reminder!

Using the PWN e-mail blast is a huge benefit of your membership to PWN. In order to be respectful of our ever increasing inboxes, please limit the number of e-mails you send each month to no more than two messages. Thanks!

Direct Mail To PWN Members

If you have an upcoming workshop, special sale, or other announcement that you want to communicate to PWN members, direct mail is a great option. Did you know that you can order mailing labels for all PWN Members for only \$10? Contact **Loralyn Thompson** 625-3003 at for more information.

Promote Your Business With An Ad In The Newsletter

Monthly & Special Yearly Rates. You Too Can Have An Ad In The Newsletter! For More Information Please Email **LuAnne Hutchings** at luanne@myprivateliaison.com

2005 Women Of The Year Corner

It was decided at the last PWN Board meeting that we will host a "**WOTY Corner**" in the *Networking Newsletter* for the remainder of this year's PWN newsletter editions. This corner will be available with information on the WOTY event for the next three issues and the fourth issue will be the 2005 WOTY Newsletter (no December *Networking Newsletter* is published).

We want to take some time to acknowledge **Monterey County Bank** for agreeing to be our WOTY presenting sponsor for the 2nd year in a row.



Kim Cruz, Fundraising Chair, will be accepting donations to our biggest fundraiser of the year, our silent auction at the WOTY event on November 2nd. For more details on this look for an email blast and an upcoming announcement at our September meeting. Last year the Silent Auction brought in \$2926 for PWN. This is a tremendous way to network your business with a donation to the Silent Auction. There will be invitations to community leaders and non-members creating more exposure

for PWN! If you want to jump right in (no sitting on the fence when it comes to marketing) contact **Kim Cruz**, at 394-8928.

Next month we will be hearing from our presiding Women of the Year, Theresa Ream, on "What it meant to be honored as the 2004 PWN Women of the Year."

For some of the newer members, if you want some more information on the WOTY please go to our PWN website pwnmonterey.org click on networking newsletters then click on the WOTY event newsletter. This newsletter was created to feature the honoree and the event.

The WOTY event will be held at the Embassy Suites of Monterey Bay Seaside.



Stay tuned for further information!

MPCC CHAMBER NEWS

**Monterey Peninsula Chamber of
Commerce Brown Bag Lunch
September 14th 12:30 PM to 1:30 PM
Monterey Public Library
625 Pacific Street**

“HOW TO PROVIDE OUTSTANDING CUSTOMER SERVICE”

Presented by Robert Boerner, Bernardus Lodge

In his presentation, Mr. Boerner will discuss the keys to providing outstanding customer service, including:

- Profiling
- Anticipating
- Follow through
- Follow up

ABOUT ROBERT BOERNER - Robert Boerner is currently the Room Director at Bernardus Lodge. He has held guest services and other positions at the Quail Lodge, Inn at Spanish Bay, and The Lodge at Pebble Beach.

The Brown Bag Lunch Program is free, open to both Monterey Chamber members and the general public. Attendees can bring their own lunch and eat it while listening to qualified professionals who will present a variety of practical, useful topics of interest to business owners, employees and the public. Parking is available in the lot behind the library, in the lot across the street adjacent to the Fire Station, in the parking garage 2 blocks away on Calle Principal and on the street. Complimentary cookies will be served by **Creative Cakery**, the Official Chamber Brown Bag Cookie Sponsor. Reservations are advised and appreciated. To RSVP, please call;

Wendy Brickman of Brickman Marketing
at 831-375-1537 in Monterey or
831-633-4444 in Salinas OR email at
brickman@brickmanmarketing.com.

PEOPLE ARE TALKING

Bend Chiropractic Center was featured in the July 27th edition of the *Monterey County Herald* in an article by Marietta Nelson as a Special To The Herald. The title of the article was, "Chiropractor For Canines". **Laurie Bend's** husband **Richard Bend** treats about a half-dozen canine patients now and comes from a family of Chiropractors since 1925.

Zmak Creative is celebrating the release of "Black & White Whispers," a new collection of original black & white photography by **Steve Zmak**, with a weekend art opening & reception. The event will be Sept. 24-25 from 10 a.m. to 6 p.m. at Zmak Creative, 3200 Crescent Ave. in Marina. Refreshments will be provided. For more info, please call **Tina Zmak** at 883-4459 or email zmakcreative@earthlink.net.



A Personal Note From

Sally Powell, Weddings By Sally:

“It is with mixed feelings that I say farewell to all of you, my PWN sisters, as I prepare to relocate to Milwaukee, Wisconsin around October 1st to live near my daughter’s family and my extended family in the northwest suburbs of Chicago. The unknown lies ahead for me. I don’t know where I will live or what I will do but Spirit is calling me to go home (I lived there 30 years ago). I am in the know of I don’t know but God does!!! After September 30th, my email address will be sallykapowell@yahoo.com and my mailing address will be c/o Nancy Peske, 2024 E. Beverly Rd., Shorewood, WI 53211. Until I have a permanent address and phone number, I can be reached on my cell #831-236-7691. Watch for updates on the PWN website as I get more settled. Thank you for your friendship and your loving support all these years. I will miss you all.”

August 2005 MEMBERSHIP REPORT Current membership: 199
A WARM WELCOME TO OUR NEW MEMBERS

NEW MEMBERS

Stephanie Rachel Alt, M.S.
 Consultant/Coach
 Directed Thought for Conscientious
 Communication
 b Mind Body Therapy Center 41 Soledad Drive
 Monterey CA 93940
 m 9 Provincetown Circle Salinas CA 93906
 b 831 261 1623 h 831 444 6320
 wgsfnhome@comcast.net
 under construction
 referred by: Rosemary Leonard
 renewal date: 9/1/2006

Lori Benak
 Health/Day Spa COO
 Energia Body Centre, Inc
 b/m 760 Del Monte Centre Monterey CA 93940
 b 831 642 0222 h 831 620 1009 f 831 642 4601
 lbenak@yahoo.com
 www.energiabodycentre.com
 referred by: Sherri Coffelt
 renewal date: 9/1/2006

Jodi Davidson
 Clear Channel Radio Marketing Consultant
 Clear Channel Radio
 903 North Main Street Salinas CA 93906
 b 831 796 4019 h 831 241 1308 f 831 755 8192
 jodidavidson@clearchannel.com
 referred by: Rosemary Leonard
 renewal date: 9/1/2006

Pam Diggins
 Banking Vice President/Senior Relationship Manager
 First National Bank
 400 Pearl Street Monterey CA 93940
 b 831 658 4645 h 831 394 4623 f 831 333 1480
 c 831 521 4884
 pdiggins@sbcglobal.net
 referred by:
 renewal date: 9/1/2006

Pat Driscoll
 Advertising Specialist/Register Tape Network
 Fanfare Media Works
 b 25300 Rye Canyon Road Valencia CA 91355
 m 13 Monte Vista Drive Suite 3 Monterey CA

93940
 b 831 372 7474 vm 800 935 0080 c 831 224
 3968
 referred by: Rosemary Leonard
 renewal date: 9/1/2006

Heidi Dudley
 NSA & SRI Practitioner/health and wellness
 Sea What You Can Be Wellness Center
 410B Grand Avenue Pacific Grove CA 93950
 b/h 831 648 9514 c 510 717 0527
 hdchiro@yahoo.com
 referred by: Beth Fergon
 renewal date: 9/1/2006

Teki S. Hegwood
 Hegwood Medical Group
 POBox 222315 Carmel CA 93922
 referred by:
 renewal date: 9/1/2006

Sally J. Johnson
 Mary Kay Beauty Consultant, Certified
 Acupressurist
 5200 Coe Avenue #1082 Seaside CA 93955
 b/h 831 521 4129 c 831 521 4129
 sallyjohnson225@yahoo.com
 referred by: Rosemary Leonard
 renewal date: 9/1/2006

Monta Potter
 Chief Executive Officer
 Carmel Chamber of Commerce
 POBox 4444 Carmel CA 93921
 b 831 624 2522 h 831 647 1297 f 831 624 1329
 monta@carmelcalifornia.org
 www.carmelcalifornia.org
 referred by: Karen Hunting
 renewal date: 9/1/2006

Dena Ziegler
 Designer/ Owner
 DMZ DeZines
 589A Sampson Lane Monterey CA 93940
 b 831 333 9275 c 831 241 0834
 dmzdezines@aol.com
 www.designs2cherish.com
 referred by: Rosemary Leonard
 renewal date: 9/1/2006

August 2005 MEMBERSHIP REPORT Current membership: 199 RENEWED MEMBERS & UPDATES

RENEWED MEMBERS

Barbra Alexander
Gold Coast Financial

Margarite Alvarez
Community Care/Choice Home Health Care

Wendy Brickman
Brickman Marketing

Gwen Brooks
Brooks Consulting Group

Terrance Low
Byte Technology

Bette Phillips
Phillips Insurance Agency

Theresa Ream
Ream Construction/ Disaster Kleenup Specialists/
Excel Carpet & Upholstery Cleaning/Cypress
Cabinets, Floor Store USA

Sharon Tucker
Santa Cruz Mortgage Company

Mary M. Warburton
Washington Mutual

RENEWED MEMBERS/UPDATES

Please add updates to your directories (they may also be found at pwnmonterey.org):

Toni Fleming
Stone Castle Land & Home Financial
b 26135 Carmel Rancho Blvd F-2
Carmel CA 93923
b 831 622 9453 h 831 373 8425 f 831 624 1143
c 831 901 7272
Toni@Stonecastle-LHF.com
www.Stonecastle-LHF.com

Ripple Huth
Communication Services
Add email address:
ripplehuth@cs.com

Roberta Young
Human Resources
Assessment Strategies
705 Union Street Pacific Grove CA 93950
831 643 9465
robertaayoung@mac.com
www.assess-strategies.com

Whoops! Info officer missed Roberta's updated description. Please add to your directories: "We assist organizations to reduce turnover and conflict and increase productivity. Our online assessments are for hiring honest employees with a good work ethic and those well matched to the job. Assessments to hire top sales and customer service employees are available as well as team building and management/leader development assessments."



**All member profiles, renewals
and updates will be found online
at www.pwnmonterey.org**

THANK YOU

A warm thank you to all the contributors to the raffle at our August Meeting. The participants were: **Jane Deuber, Direct Selling Women's Alliance**, 2 of her *Build It Big* books, **Cathy Montante, Collezione Fortuna**, a studded T-shirt valued at \$68; **Sarah Scott, Ideal Health & Bio Essentials**, 2 bottles of Supreme Greens; **Gwen Brooks, Brooks Consulting Group**, Calligraphy Print + Women's Health Book; **Jennifer Jones, Slim & Tone**, a one month membership valued at \$159; **Dr. Christina Grant, Ph.D.**, A free session valued \$125; and from **Patricia Major, Patricia Major Writing Services**, a *Spiritual Meatloaf* book + gifts.

If you are interested in donating a gift from your business for the next monthly meeting please contact **Kim Cruz, Fundraising Chair**, at 394-8928.

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LuAnne@myprivateliaison.com**

PWN 2005 BOARD OF DIRECTORS & COMMITTEE CHAIRS

NAME/POSITIONS ON BOARD PHONE EMAIL ADDRESS

Sherri Coffelt, President	455-2693	sherri@resultspartner.com
TBA, Vice President		
Kristine Boyle-Topete, Treasurer	402-3797	delana.k.boyle@gte.net
Phyllis Grillo-Weinbrenner, Secretary	869-1901	pweinbrenner@comcast.net
Joyce Newell, Past President	649-8660	jnewell@sbcglobal.net
Jane Deuber, Board Advisor	277-2304	jane@myswa.org
Theresa Ream, Membership	899-3938	theresa@disasterkleen.com
LuAnne Hutchings, Networking Editor	224-7670	luanne@myprivateliaison.com
Karen Hunting, Programs	622-9264	khunting@redshift.com
Rosemary Leonard, Showcases	373-8555	creativecakery@yahoo.com
Julie Cavassa, Publicity	402-0362	jcavassa@comcast.net
Kim Cruz, Fundraising	394-8928	Kaceee_98@yahoo.com

COMMITTEE CHAIRS

Donna Aikins, PWN Networking Luncheon Contact	655-5689	donna@commonbond.biz
Terry Low, Website Ads & Links	656-9186	tlow@byte-technology.com
Trace Carter & Laurie Bend, Web Tech Committee Chairs	641-0645 T 372-2363 L	trace@taygeta.com bend_office@yahoo.com
Rosemary Leonard, Chamber Contact	373-8555	creativecakery@yahoo.com
Sandra Collingwood, New Member Orientations/Ambassador	373-5352	SandraColl@aol.com
Loralyn Thompson, Information Officer	625-3003	loralyn@montereybay.com
Gwen Brooks, Communications Chair	658-0670	gwen.brooks@comcast.net

For Your Information



The Marina Technology Cluster has been awarded \$300K to help new businesses. They have contacted PWN thinking some members might qualify for the program. For more information please call Jennifer (Jen) Bliss, Program Manager, Marina Technology Cluster at 582-9718

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PWN CALENDAR OF EVENTS September 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	 LABOR DAY	6 PWN TV/Radio Program 1240AM Amp Channel 24 5:00 - 6:00	7 PWN Monthly Meeting 5:45 Embassy Suites Monterey Bay	8	9	10
11	12  Newsletter Submission Deadline	13	14 MPCC Brown Bag 12:30 - 1:30	15 11:45 - 1:00 PWN Power Networking Luncheon	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

SEPT 2005

6th—PWN TV/Radio Program
 7th—General Meeting
 12th—Newsletter Submission Deadline
 15th—Power Networking Lunch

OCTOBER 2005

4th—PWN TV/Radio Program
 5th—General Meeting
 17th—Newsletter Submission Deadline
 20th—Power Networking Lunch

NOVEMBER 2005

1st—PWN TV/Radio Program
 2nd—WOTY Annual Event
 14th—Newsletter Submission Deadline
 17th—Power Networking Lunch



Be observant, watch and listen. Learn from those you respect as well as those you do not.

Stay focused, no matter what happens. If something goes wrong, admit to the mistake and move on to other things. It is the old "keep your eyes on the prize" theory.

Network. This is not an over-used or over-emphasized concept. It needs to be brought into every facet of your life, personal or professional.

Develop a career plan. It does not have to be cast in stone, but the visualization and the writing bring focus. Continually re-evaluate the plan and find someone bright and trusted with whom you can review this.

Share your news

Send in your suggestions and comments to
 LuAnne@myprivateliaison.com

WWW.PWNMONTEREY.ORG