



Woman of the Year 2005

Professional Women's Network of the Monterey Peninsula

Woman of the Year Event Newsletter 2005

Volume 2 PWN WOTY Event Issue

Noteworthy 2005 Event by Julie Cavassa, Publicity Chair

In an emotional ceremony on Wednesday, November 2, 2005 at the Embassy Suites, LuAnne Hutchings of My Private Liaison accepted the Professional Women's Network of the Monterey Peninsula (PWN) 2005 Woman of the Year award. Her husband and business partner, Todd Hutchings, who also is a full-time local CDF firefighter, and her 14-year old son, Josh, joined LuAnne. Her daughter, Angela, and grandson, Giovanni, were unable to attend but sent best wishes from their home in London.

"Our nomination committee looked at several candidates who demonstrated professionalism in their business, made a contribution to the community, were devoted to their family and friends, and had gone above and beyond in supporting PWN this year," said Theresa Ream, PWN 2004 Woman of the Year. "According to our by-laws, the recipient should have consistently accomplished something that reflects the ideals and goals of PWN and clearly exemplifies the model of a professional woman. While other members exhibited many of these qualities over the years, our choice for this year was clear."

LuAnne has been a PWN member since 2004. This year she stepped up to serve on the Board as Networking Newsletter Editor, using her flair for life and love of people to create a newsletter that reflects the values of PWN. She contributed many important money saving changes by compiling and laying out the newsletter herself. She calls members regularly to get them to place ads and works with the Tech committee to solve any issues with the online version of the newsletter. LuAnne was instrumental in raising the professionalism of PWN by changing the venue of the monthly meeting to the Embassy Suites. She dedicates herself to PWN on a regular basis with enthusiasm and the willingness to do anything that is asked of her.

The level of respect that LuAnne has earned throughout the Peninsula can be measured by the number of local dignitaries who were present to honor her. Representatives from Senator Jeff Laird and Representative Dunham's offices, Monterey County Supervisor Jerry Smith, Marina Mayor Ila Mettee-McCutcheon, Monterey Mayor Dan Albert, Seaside City Councilman Steve Bloomer; Seaside Mayor Ralph Rubio, Salinas Mayor Pro Tem Jyl Lutes, Sand City Mayor, David Pendergrass, and a Representative from Abel Maldonado's Monterey Office all presented plaques of recognition during the often tearful ceremony.

The event was also the biggest fundraiser of the year feature the 22nd Annual Silent Auction. Event sponsors included Monterey County Bank, Rapid Printers of Monterey, Chateau Julien Winery, Monterey History & Art Association, and Embassy Suites of Monterey Bay.

LuAnne credited her daughter Angela's "misguided choices as a teenager" with starting her on the road to success that she currently enjoys. Todd & LuAnne made the difficult decision to send Angela to a home for troubled teens primarily to save her life.

"I could not have done any of this without the loving support and compassion from my husband, Todd," said LuAnne, "he made possible everything from sending Angela to the program, to where I am today both personally and professionally."

A condition of the program required that parents attend self-actualization workshops over a series of months as their teens completed the same in-house training. As a result, Todd and LuAnne have created a business model that emphasizes win/win situations. My Private Liaison's mission is to provide their clients with phenomenal customer service while creating a cutting-edge quality result. LuAnne states, "We believe in win-win situations. We align with other local businesses to give each project or event our very best. Instead of competition we focus on how the total community can profit."

This formula continues to create expanding success opportunities for My Private Liaison, an Event Management, Marketing, Photographic & Media Services Company. Her specialty at My Private Liaison is Event Management, Marketing and Public Relations. In business since 2002, My Private Liaison recently expanded their services by opening the Central Coast's Creative Center at 455 Reservation Road Marina, CA. The Creative center will host seminars, workshops, and community and art events as well as being the corporate office for My Private Liaison.

"I could not be more proud to have LuAnne as my wife," said Todd. "She is a shining light in my life and the community. During the time I have known LuAnne I have seen her blossom from a struggling mother of two who was creating a new life for herself and her family, to making a choice to fulfill some of her dreams and ambitions knowing that anything is possible. You could say LuAnne has become a role model for many women she has met during her time of self growth.

She has always been in service to others, willing to take a risk while making a difference in the lives she touches. The energy she creates has always been an inspiration to those who know her. She is always willing to give a little extra to let you know that you are someone special.

LuAnne has the ability to create a warm and loving environment as soon as she walks thru the door. I am so proud that she is receiving this award from such a respected and diverse group of professionals and community leaders."

LuAnne attends every PWN evening meeting, so take some time to get to know her. You will be glad you did. We are!



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About LuAnne Hutchings...

LuAnne R. Hutchings was born in Chicago Illinois and moved to the Monterey Peninsula in 1983. She has over 26 years in customer service or hospitality and 7 years in the non-profit industry. The last decade of her service career was spent at a 5-star establishment where she received accolades for customer satisfaction. LuAnne was Awarded "Best in Service" by Adventures In Dining Summer Edition, 1998.

In 1990, LuAnne graduated Career College of Cosmetology and received her full service Cosmetology License from the California State Board. She competed at the Capital Beauty Trade Show Student Competition in Sacramento and won First Place in Hair Color Commercial - Student Female Model in early 1990. In 1997 she received her Business Degree in Business Administration.

LuAnne is a graduate of Leadership Monterey Peninsula, Class of 2005, and is currently serving in her second year on the board of the Professional Women's Network of the Monterey Peninsula as Networking Newsletter Editor. LuAnne is also a member of the Salinas Valley Business Women's Network. She has enrolled in Leadership Salinas Valley hoping to be selected for the XXIV class beginning January 2006.

LuAnne was awarded the Monterey Peninsula Chamber of Commerce's Volunteer of the Month in April 2004. This ultimately led to the Monterey Peninsula Chamber of Commerce creating a first time ever award: Volunteer of the Year. LuAnne received the first MPCC Volunteer of the Year Award at the Annual Dinner in January 2005. LuAnne chairs the Special Events committee and serves on the Economic Vitality committee for the Monterey Peninsula Chamber of Commerce. She is a member of the Marina Chamber of Commerce and the Marina Hospitality Association. LuAnne is also a member of the Salinas Valley Chamber of Commerce and is a Salinas Valley Diplomat and serves on the Salute to Agriculture committee.

LuAnne is the Co-Founder, together with her husband, Todd C. Hutchings, of My Private Liaison, an Event Management, Marketing, Photographic & Media Services Company.

Her specialty at My Private Liaison is Event Management, Marketing, and Public Relations. They recently expanded their location to Marina at 455 Reservation Road, to include a sizable "creative center" called, "Central Coast's Creative Center", specializing in hosting lecture series or workshops for facilitators that do not have a "home base". The capacity at this location also allows them to host special events, functions or holiday parties.

LuAnne's husband Todd, who works alongside her in their business, also works full-time in the Fire Service for the California Department of Forestry & Fire Protection and is based out of the Carmel Hill Fire Station. LuAnne has a daughter, Angela, and a grandson, Giovanni, who both reside in London, and a son, Joshua, who resides at their home in Seaside and attends Seaside high school. LuAnne is a member of Shoreline Community Church in Monterey.





2005 SELECTION COMMITTEE

Doris Beckman

Sandra Collingswood

Rosemary Leonard

Audrey Pierson

Theresa Ream

2005 Admissions Volunteers

Laurie Bend

Sandra Delay

Suzan Harnish

Rosemary Leonard

Loralyn Thompson

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Selection Committee Process by Rosemary Leonard, Showcase Chair

The Woman of the Year **Selection Committee**, according to our PWN Bylaws, shall consist of five (5) members, which will include the current Woman of the Year and the Immediate Past Woman of the Year. If either or both of these members are unable to serve, at least two (2) recipients of the award will be asked to join the committee. In addition to the two past Woman of the Year recipients, at least two (2) committee members will be current Board Members. No member shall serve two (2) consecutive years on this committee, with the exception of the Past Woman of the Year.

Our PWN Bylaws also state that the CRITERIA FOR THE WOMAN OF THE YEAR AWARD is as follows:

- She will have been a current dues paying member for at least a year
- She has accomplished something outstanding that reflects the ideals and goals of the Professional Women's Network
- She exemplifies the professional woman

(The current president is not eligible for one year following completion of the term as president.)

This information should come as GREAT NEWS for all NEW MEMBERS. YOU are eligible to become a Woman of the Year after you have been a member for as little as one year.

All you have to do is attend every meeting; jump right in and get on a committee right away; become a Board Member, attend all Board Meetings; get involved, participate and make it fun! The outstanding part comes with the hard work and dedication you put into your committee or board position.

When we chose LuAnne Hutchings of My Private Liaison to be our Woman of the Year 2005, it was because she did exactly that and more.

From the very beginning of her membership in PWN, she demonstrated that PWN was important to her right away by becoming a Board Member and taking on the giant size job of Editor in charge of our monthly Newsletter. She also clearly demonstrated her leadership by initiating and following through on changing the venue from the Crossroad's Community Center in Carmel to the Embassy Suites of Monterey Bay. If there was a problem, she did not become a part of it by complaining, she became a part of the solution.

She made enormous changes that we know cost her more in hard work and time, but saved PWN quite a bit of money every month. LuAnne took the Newsletter to a new and higher level.

Each one of us on the Selection Committee agreed mutually and wholeheartedly that, for her outstanding job as Editor of the Newsletter and for her dedication and commitment to PWN, LuAnne proved herself a very worthy recipient of this award.

Congratulations, LuAnne, you deserve it!!

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2005 WOTY AUCTION SUCCESS by Kim Cruz, Fundraising Chairperson

This year's WOTY meeting and Silent Auction were a huge success. We have heard much feedback that not only did everyone have a great time but also our Silent Auction proceeds surpassed all prior years. Parking seemed to be a bit of a problem only because of another event that same evening.

We collected over 75 gifts (value exceeded \$10,000) as donations. The majority, 80%, was donated by our own members: however, there were also some **great** items donated by other businesses in the community.

The breakdown of revenue is as follows:

- Silent Auction Proceeds \$3,604
- Entrance Fee Proceeds \$ 727

There are so many people to Thank for their generosity for donations to our Silent Auction. While the list is long, it is these people who make PWN a success! THANK-YOU one and all.....you ARE the spirit of giving!

Additionally, a *SPECIAL* thank you to the 2005 Auction Committee **volunteers** who helped with SET-UP, ORGANIZING, CLOSING OUT THE AUCTION and ALL THE PREP WORK ahead of time:

2005 AUCTION COMMITTEE

- Laurie Bend
- Kristine Boyle-Topete
- Donna Briley
- Julie Cavassa
- Suzan Harnish
- LuAnne Hutchings
- Rosemary Leonard
- Susan Marks
- Loralyn Thompson
- Georgann Thurston

**Professional Women's Network
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2005 WOTY Auction Donors

Arva Dell Seltzer	Dr. Ronald Seltzer, DDS, Inc.
Jennifer Jones	Slim and Tone
Sean Robinson	Monterey Biz.Com
Sherri Coffelt	Energia
Board of Directors	PWNMP
Cathy Montante	Collezione Fortuna
Dena Ziegler	DMZ DeZines
Denise Kaku	Turning Point Coaching
Doris Beckman	Avon
Dr. Alexandria Goodman	Mind and Body Center
Dr. Christina Grant	Dr. Christina Grant
Elizeth Labrega	Mary Kay Cosmetics
Georganne Thurston	Interior Decorator
Gina Renee	Optimal Wellness
Gwen Brooks	Brooks Consulting Group
Jane Deuber	Direct Selling Women's Alliance
Janet Ostarello	PartyLites Distributor
	Professional Registered
Jean Stallings	Parliamentarian
Jeanie Gould	Kreative Reflections
Jennie England	Wisdom in Action
Julie Cavassa	Life Tools Training
Susan Marks & Kim Cruz	Tranquil Transitions & Cruz Consultants
	Laughing Spirit Bodywork
Kim Lovell	Paper Wing Theatre
Koly McBride	Mary Kay Director
Kristina Cota	Energetic Practitioner
Linda Adams	Bend Chiropractic
Laurie Bend	My Private Liaison
LuAnne Hutchings	WorkWise
Mary Jean Vincent	New Kid Marketing
Danette Roberts	Creative Cakery
Rosemary Leonard	Collingswood Carpetcare
Sandra Collingswood	Midas Touch
Sarah Lincoln	Ideal Health & BIO
Sarah Scott	Scheid Vineyards
Scheid Vineyards	Wicketts Bistro Bernardus
Stacey Cuncell	Rose Collection
Stella Rodriguez	Intuitive Coaching
Stephanie Alt	Fresh Cream Restaurant
Steve Chesney	Toni & Michelle's Salon
Sue Choe Kang	Adventures in Organizing
Suzan Harnish	Passion Island
Tana Marie	Floor Store USA
Theresa Ream	Zmak Designs
Tina Zmak	Brickman Marketing
Wendy Brickman	House Paintress
Loralyn Thompson	AAA
Mary Potter	Cardinale Moving & Storage
Sally Cardinale	Canyon Del Rey Car Wash
Laura Alladeen	All City Emissions
Cristina & Bryan Gage	Curves
Marty Wellman	Scraps of Life
Kiri Peterson	Essence One
Ellen Gannon	Topete's Photo Expression
Kristine Boyle Topete	



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2005

**WOTY EVENT
COMMITTEE**

Phyllis Grillo, Event Chair

Julie Cavassa

Sherri Coffelt, Ad hoc

Kim Cruz

Karen Hunting

LuAnne Hutchings

Rosemary Leonard

Susan Mark

Theresa Ream

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Event Thank You

by **Phyllis Grillo, Treasurer, Event Chair**

A great big THANK YOU to the sponsors of the 22nd Annual Woman of the Year Event. Without their generosity and support, this successful event would not be possible.

First and foremost, a sincere THANK YOU to our Presenting Sponsor – Monterey County Bank. Charles Chrietzberg and Virginia Cooper, along with the rest of the incredible staff of Monterey County Bank, have gone far above and beyond to support the Professional Women's Network of the Monterey Peninsula, as well as supporting professional women and women owned businesses on the Monterey Peninsula. Monterey County Bank opened its doors for business in May 1977. Monterey County Bank is the oldest locally owned and managed community bank in Monterey County, with branches located primarily on the Monterey Peninsula area and serving all of Monterey County with our Small Business Administration (SBA), mortgage and construction lending programs. Monterey County Bank specializes in SBA loans with experts in our lending department that can "talk business with people who do business." Having attained "Preferred Lender" status in 1993 from the Small Business Administration, Monterey County Bank can approve SBA loans in-house, which means a much faster turnaround for small businesses obtaining SBA financing. Monterey County Bank offers our customers a wide variety of banking services expected of a locally owned, independently operated bank. We offer a personal, friendly atmosphere, providing an avenue of access right up to top management at our community located branches.

Additionally, we would like to THANK our print sponsor – Rapid Printers of Monterey. Owners Jean Anglely and Mike Dubijich did an outstanding job on the invitations that were mailed out to the community for the event. Jean and Mike have been a part of the Monterey Peninsula business community for more years than their tender years indicate and they have always been a supporter of women in business. Rapid Printers of Monterey began in 1952 and continues to be solely owned and operated. Starting small, Rapid Printers of Monterey has adapted to the changing times by updating equipment & computer technology and serving the local community by providing personalized service; striving for customer satisfaction. It is no fluke that many prestigious local events and businesses rely on Rapid Printers of Monterey to handle all their printing needs. When you need it done right, use the same source as the pros... Rapid Printers of Monterey.

We would also like to THANK our wine sponsor – Chateau Julien Wine Estate. Patty and Bob Brower are some of the best neighbors this Peninsula has ever seen. There must be something about that Carmel Valley sunshine that keeps them smiling. A family business themselves, they are always there to answer the calls and do whatever they can to support the local families businesses. And their wine is simply delicious; a pleasure for the eyes to behold and the palette to taste. Chateau Julien Wine Estate rests on sixteen acres amongst the Santa Lucia Mountains in Carmel Valley. Family owned and operated since 1982, the French-style Chateau offers a magnificent setting for tasting limited release Private Reserve wines or picnicking in the cobblestone Courtyard. Enjoy a variety of Chateau Julien wines from the soils of Monterey County: Chardonnay, Merlot, Cabernet Sauvignon, Sangiovese, Syrah, Pinot Grigio and Sauvignon Blanc.

Additionally, let us give a HUGE THANKS to Monterey History & Art Association for the use of the beautiful Casa Serrano for the Afternoon Tea, Shawna Hershfield for being our guardian angel, Larry at Pacific Etched Glass and Crystal, and Susan Villani and the fabulous staff of Embassy Suites on Monterey Bay for their untiring work and ongoing dedication to Professional Women's Network.

And last, but certainly not least, a big Thank You to the WOTY Event Committee, their dedication to PWN and in being part of the vision of empowering women by creating a first-class event acknowledging one of our own members each year based on the criteria established in our by-laws.



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www.pwnmonterey.org



Email LuAnne at luanne@myprivateliaison.com to get the link to view the entire online WOTY event gallery!

A Special Thank You ... from LuAnne Hutchings

To:

Doris Beckman for the AVON product basket filled with Champagne & Truffles & Avon Products

Lori Benak & Sherri Coffelt for a full YEAR membership to Energia Body Center inclusive of a Spa Renewal Package

Margaret Brenner for the ART impression of me

Dr. Jeanette Kern for the ZOOM whitening procedure

Dr. Cynthia Westbrook for a Wellness Gift Card certificate

And... for all the many cards and emails I received from PWN members congratulating me on this glorious award!

Many many blessings to each and every one of you!

*****Stay Tuned for a special rendition of a WOTY Retrospect coming soon...***

Featuring all the past WOTY!