



CPWN Member News

The Newsletter of the Chesapeake Professional Women's Network, Inc.

March 2007

CPWN

Member Benefits:

- *Monthly meetings to network and promote your business*
- *Topical meeting speakers on issues pertaining to women and business*
- *Special Events*
- *Meeting Sponsorship*
- *Monthly Newsletter*
- *Role Models and Mentors*
- *CPWN Website*

CPWN Sponsors:

- *Anna's House*
- *Bridge to Success Program*
- *Open Doors of Harford County*
- *New Visions for Women*
- *The Athena Award*

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Lorraine Jacobs - The Networking Queen

Lorraine Jacobs is the Vice President of Chase Street Properties, LLC, a provider of executive furnished apartments. She has over 22 years of experience in direct face-to-face marketing and sales.

Lorraine has worked in the hotel industry, followed by the corporate apartment industry, then took a detour to the Baltimore Business Journal and has recently returned to corporate furnished apartments as a partner in her own company - Chase Street Properties.

Ms. Jacobs has extensive experience in the sales industry and is known in networking circles as the "Networking Queen." She is considered by her peers to be an expert on the topic of networking. She has been honored with Top Sales Person of the Year in every company where she has been worked.

Lorraine is a proud graduate of the University of Maryland, College Park, Business School. She lives at the Inner Harbor in Downtown Baltimore. She enjoys hiking on the weekends and walking in the local parks during the week with her four legged friend.

Sponsor - Marge Pearce - A Polished Image

Marge's business "A Polished Image" was launched in 1997 just about the time she became a member of CPWN. She is in the enriching business of helping people to look better and feel better while saving them time and money. Marge combined all of her beauty training and life experience into creating an image consulting business. As a licensed cosmetologist and aesthetician, Marge worked in the beauty business for many years. She also loved to shop and became very good at finding beautiful clothing at discount prices. Having champagne taste and a beer pocketbook, Marge was obligated to dress well but keep within her budget. Marge's family and friends would often ask her for advice. After trying different occupations, Marge decided to start a business that would advance others appearances through her knowledge, expertise and good old common sense practices.

"A Polished Image" assists both individuals and business owners. Marge helps women find the right clothing for their body type, the correct make-up, and flattering new hairstyles. Marge feels it is truly rewarding to help people to feel confident no matter what lifestyle or career path they choose.

Another helpful tip is identifying your power colors, which Marge says is a great boost to your self-esteem when you know the colors you are wearing make you appear more confident, intelligent and powerful, and pretty.

She also helps men and women further advance their careers through proper grooming and dress. A Polished Image" conducts "Dress for Success" Workshops for area businesses. Marge assists business owners when they need an expert to address problems they are having with their employee's appearance. Small businesses need their employees to look professional and to project the proper image for their company; Marge feels that any small business can prosper if their employees project a professional image.

Marge takes pride in helping others achieve their full potential either in the workplace or in their personal lives.



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mabogarty@bayfirstbank.net
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lorrie.schenning@mercantile.com

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Llby Plunkett
A.G. Edwards & Sons, Inc.
elizabeth.plunkett@agedwards.com

Publicity

Renee McNally
HR Solutions, LLC
renee@hrsolutionsource.com

Newsletter

Daniele Fleischer
Lemarie Interieurs
pouliquen@aol.com

Website

Jennifer Lewis
Lewis Web Creations
jlewis@lewiswebcreations.com

A Word from Our President ... Laura Henninger



Laura Henninger

It's Valentine's Day, and I'm at home with my family enjoying a much-appreciated snow day. When winter weather arrives, I usually adjust my schedule somewhat, but I'm always worrying about getting to work as early as possible. But, every now and then, it's nice to have a day where it just doesn't make sense to try to get to the office. After all, adults need snow days, too!

Our February meeting was moved back one week due to this snow and ice storm. We were fortunate that the venue (Maryland Golf and Country Club) and the speaker (Jim Richardson) were both so accommodating in adjusting their respective schedules. Now, we're hoping the rescheduled meeting doesn't get snowed out!

Our March meeting will focus once again on networking. Our speaker, Lorraine Jacobs, will give us her insight and helpful tips. Although networking brought us all together, it never hurts to hear some practical updates on how to hone our skills.

Along those same lines, CPWN is now offering another member benefit to help us network better – CPWN's new member only message board. This is great way to connect with other CPWN members. You can post news, announcements, questions, or classified ads, offer special discounts to other CPWN members, or just chat. Visit our website – www.cpwnet.org for more information. You will need to create a member account to join the message board. Give it a try – you'll be glad you did.

Laura

GENERAL INFORMATION

MEETING RESERVATIONS:
Tel: 410-297-9722
On-line: www.cpwnet.org

MEMBERSHIP DUES:
\$60 Per Year

MEETING SPONSORSHIP:
\$40 plus Door Prize

BUSINESS CARD ADS:
3 Consecutive Months - \$45
1 Year - \$150

NEWSLETTER DEADLINE:
10th of the month

CPWN welcomes member articles, news announcements, and non-profit event announcements. Items will be placed in the newsletter as space permits.

Please send all submissions to Renee McNally at renee@hrsolutionsource.com

Don't forget our reservation deadline is the Friday before the event at noon.

**CPWN
2007 Event Calendar**

April 10, 2007

GARY EIFRIED
VP/CHIEF TECHNICAL OFFICER AT EAI
"EMERGENCY PREPAREDNESS"
BULLE ROCK, 320 BLENHEIM LANE,
Havre de Grace
11:30am
SPONSOR: VICKI MCGRAW,
MERCANTILE BANK

May 8, 2007

WOMEN & WINE NETWORKING EVENT
MD GOLF & COUNTRY CLUB
5:30 – 8:30PM
SPONSOR: ANDREA KIRK,
SHUCK AND ASSOCIATES

Harford County Chamber of Commerce Scholarship Program

Need money for school for yourself or graduating senior?

The Harford County Chamber of Commerce offers several opportunities for scholarships. For returning adults there are two options: a \$1000.00 General Scholarship and a \$1900 per year (for up to 2 years) for continuing post-secondary education at HCC in the Engineering Technology curriculum.

- The General Scholarship requires you to be Harford County resident who will continue post secondary education at any school, and must complete a minimum of 6 credits per semester.
- The Engineering Scholarship requires you to be a Harford County resident who will continue their education at HCC in the Engineering Technology curriculum, and you must complete at least 12 credits per semester.
- Both awards require you to show financial need. All funds awarded must be applied towards fees, books and tuition.

For graduating high school seniors there are three opportunities--a \$2000.00 Business Scholarship, a \$1000.00 Teacher Education Scholarship and a \$1000.00 Science/Math/Technical Scholarship. The criteria are as follows:

The student must:

- Be a Harford County resident currently in their senior year of high school, and continue with post secondary education as a full time student in the designated field of the selected scholarship.
- The student must register for at least 12 credits per semester (or equivalent for the technical scholarship) beginning the 1st semester after high school graduation.
- Have a minimum cumulative grade point average of 3.0 or above. The Scholarship Committee may waive the GPA requirement upon documentation of special circumstances.
- Complete a Chamber of Commerce Scholarship Application, complete the required essay, and submit the required documentation of special circumstances as listed on the application.

The student may apply for more than one scholarship, but only one will be awarded.

Applications and supporting materials for all scholarships is due on or before April 15th. Awards will be announced by May. Presentation of the scholarships will take place at the Harford Chamber of Commerce June luncheon.

If more information is needed you may contact Sondra Starleper 410-557-8684.

Party Planning Tips for Any Occasion

Planning a party can be fun if done properly! It can also be a harrowing experience if you start off on the wrong foot! Here are some suggestions to help you make your party a great experience for both you and your guests!

1. From my own experience, plan well in advance. Planning and holding a party for me has always been more pleasurable if I am not rushed. For smaller parties held at home or in company office space, 4 weeks should be enough.
2. What kind of party do you want to have? A Superbowl party for 10 couples in your home that might last 6 hours is very different from a birthday party for 20 kids that only last 3 hours! And a company Christmas party for 80 is another thing again! This will determine what type and how much decorations will be needed to establish your theme and keep decoration costs to a minimum.
3. Identify a maximum cost ceiling you want to spend on your party; make sure your significant other is in agreement. This establishes what is realistic for your party planning efforts. Even if you do all the work yourself a formal dinner party at home can easily cost \$20 to \$25 per person. Your party planning needs to be tailored by the expected number of guests, and how much you want to spend.
4. Make a guest list.
5. Identify a date. Make sure you are not competing with any other parties as much as possible. Christmas and other major holidays can affect your guest attendance.
6. Identify where the party will occur, and that your facilities are adequate for your purposes.
7. For smaller or family parties you can call to invite people. The advantage is you get feedback very quickly. For larger parties, send out invitations at least 3 (preferably 4) weeks in advance.
8. Plan your menu in as much detail as you can for both content and cost. If you are doing the food preparation yourself, don't experiment! Prepare only those items you know you cook well. There is nothing wrong with getting help from family or using local delicatessens or bakeries to augment your capabilities.
9. And remember, you can adjust what you plan to serve to stay within your budget. Most people initial plan to have too much food. Too much food drive's up your costs unnecessarily and makes unwanted leftovers.
10. Finally, keep things as simple as you can. It will help you to enjoy the process and the party.

This article was contributed by Lisa Sparr. Lisa is a concierge entrepreneur specializing in helping those who simply don't have time to do it all. For more information, contact Lisa by email at [lsparr@pngusa.net](mailto: lsparr@pngusa.net).

CRUISING FROM BALTIMORE

When planning your 2007 vacation, consider this: cruising from Baltimore is now easier than ever! With the opening of the new Cruise Line Terminal at the south side of the Fort McHenry Tunnel, we now have easy access to a beautiful new cruise terminal and secure parking while cruising (just \$10/day). There's no need to fly to a port when we have one just 30 minutes away. And, the streamlined boarding process makes beginning your cruise a pleasure.

This year, Royal Caribbean's beautiful Grandeur of the Seas will make Baltimore her home port from May 13th through November 1st. The Grandeur is sailing three different itineraries this year on a rotational basis. The Bermuda itinerary is a five night cruise departing from Baltimore on Sunday at 4:00 PM, sailing to Bermuda and docking at King's Wharf for two nights, spending a day and evening at sea and then returning to Baltimore on Friday morning. While on the beautiful island of Bermuda, cruisers can explore historic forts and beautiful gardens, sample island fare, visit the beautiful beaches, swim, snorkel, and shop. Royal Caribbean offers numerous island excursions at affordable prices for people of all ages and physical abilities. Buses, taxis and ferries in Bermuda are inexpensive and easily accessible for transportation around the island for independent explorers. During your day at sea, spend time in the spa, the gym, the library, shopping on board, in the casino, playing bingo, attending the art auctions or simply relaxing on a deck chair while sipping your favorite cool beverage. Oh, and the food – who can forget the wonderful cuisine served onboard the Grandeur? And it's available whenever you want to eat, at several restaurants, cafes and through 24 hour room service. This five day cruise is an excellent introduction to the magic of cruising for first time adventurers.

The nine night Eastern Caribbean itinerary features stops at San Juan, Puerto Rico, Charlotte Amalie, St. Thomas, Samana, Dominican Republic and Labadee, Haiti before returning to Baltimore. This wonderful cruise will allow you to visit four beautiful yet very different islands. There are numerous excursions made available by Royal Caribbean on each of the islands, during which you can swim, shop, snorkel, sail on a catamaran, tour the islands, eat local fare, take photos and enjoy the island ambiance.

Four days at sea during this sailing give cruisers maximum time to relax, rejuvenate and take advantage of all of the Grandeur's wonderful amenities, including pools, hot tubs, and saunas to mention a few more.

The nine night New England and Canada itinerary leaves Baltimore to call at Portland, Maine, Bar Harbor, Maine, Saint John, New Brunswick, Halifax, Nova Scotia and Boston, Mass. before docking again in Baltimore. This wonderful cruise gives residents of the Mid-Atlantic the opportunity to see American cities in New England and visit the lovely northern Canadian island of Nova Scotia. Excursions available on this cruise allow visitors to see the cities, enjoy the New England seafood, see historic sites related to the American Revolutionary War, visit historic forts and other locations in Nova Scotia, and during autumn, enjoy the splendidly colored New England and Canadian foliage along the shoreline.

During all three cruise itineraries, on board entertainment with Broadway style shows featuring top-notch performers are sure to capture everyone's attention in the evenings. And after the show you can retire to the lounge for a nightcap before returning to your stateroom to find a delicious chocolate resting on the pillow of your expertly turned down bed. The staff and crew of the Grandeur are among the best in the cruising world and they prove it through their continuous expert service to each passenger. From helping you find your way to a restaurant to freshening your room to serving you sumptuous meals three times (or more) a day, the staff and crew are at your service. Your cruise on the Grandeur of the Seas is sure to create memories that will last a lifetime.

Additional cruises to the Bahamas, Bermuda, the Caribbean and Canada/New England are available from other nearby ports within driving distance – Philadelphia, Cape Liberty in Bayonne, New York and Norfolk.

For additional information on these or other cruises, please contact Mary Cogley, owner of Cruise Planners, at 410-679-8091, or via email at mcogley@cruiseplanners.com. Visit Mary's website at www.vacationsextraordinaire.com.



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7pm –midnight

\$125/pp

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www.arcncr.org

For sponsoring opportunities contact Paul Levine 410-879-6785 or plevine@arcncr.org

Raffle tickets for for the “Be wined ,Be dined “ can be purchased from Visage Salon & Day spa and Jordan Thomas Salon and Spa
.....you can win \$1500.00 in restaurant gift certificates.

Membership Committee Corner

Have you been wondering how you can make a difference for CPWN, make wonderful friends, and have a great time doing it!?! Well the Membership Committee is looking for lovely ladies who could join us on the third Wednesday of each month and volunteer their time on our committee. If you are interested, please contact Kim Schmidt @ 410-679-2997, ext. 253.

Anna's House

On Friday, March 30, 2007, Anna's House will celebrate its 15th Annual Breakfast Fundraiser at Maryland Golf and Country Club. Doors open at 7:30 a.m., the buffet and breakfast program will begin at 8 a.m. Tickets are \$75. Sponsorship opportunities are available on a variety of levels. Please contact Anna's House for sponsorship information and tickets at 410-803-2130. Besides CPWN, Renee is also a member of Harford County, Cecil County, and Aberdeen Chambers of Commerce, Maryland Resource Network, and does volunteer work for the Small Business Development Center.

Harford County Chamber of Commerce Business to Business Trade Show

The Harford County Chamber of Commerce is holding a Business to Business Trade show on Tuesday, March 20th from 1 – 7 p.m. The show will take place at Harford Community College in the Susquehanna Center. Many of the chamber members will have booths displaying their services and goods. There is no charge to attend. For more information you may call the Chamber at 410-838-2020.

Greta S. Brand & Associates, Inc. proudly announces the start of its 5th year of operations!

Thank you, thank you, thank you for your patronage! We are proud of our contributions to make Harford County a healthier place to live and work.

Congratulations to Kim Wagner of Tritronics, Inc.

She was recognized as one of Maryland's top 100 women for 2006 by The Daily Record.

Be part of Harford County S.T.E.P.S.

Striving To Enjoy Physical activity Seven days a week

S.T.E.P.S. is an 8 week fitness incentive program designed to help people who live and work in Harford County to “step up” to wellness.

S.T.E.P.S begins April 2, 2007 and ends May 27, 2007

You commit to taking more steps a day than you are currently taking. The ultimate goal is 10,000 steps a day (10,000 steps = 5 miles!) by the end of the program for new walkers. Steps can be earned by walking, running, bowling, sweeping, biking and many other daily activities. Receive a free pedometer, program t-shirt and earn additional t-shirt decals when you reach easy to reach “milestones”. Special Healthy Living programs worth extra points will be offered throughout the eight weeks.

For more info...

Call the S.T.E.P.S. Office at (410) 638-8405, Health Education Division, Health Department. Go to www.harfordcountymd.gov/health or www.healthyharford.org or get registration materials in supporting organizations throughout the county (libraries, businesses, etc

Health Freedom Walk Program

Encouraging the community to release itself from the bondage of destructive health habits and sedentary lifestyles. This is a 6 week training program that includes training for walks, historical information, nutritional information and fun incentives. This 6 week training program will end with the 2007 Healthy Harford Health Freedom Walk in Historic Bel Air on Saturday, May 12, 2007. Cost to participate is \$15 total. Volunteers are needed to lead the depots where the "Circle of Friends" training will be held beginning the week of March 26, 2007.

The historical component of the HFW will provide information about the Underground Railroad throughout Maryland. Participating in the Health Freedom Walk will allow you to log your steps towards the S.T.E.P.S. goal program above

Jennifer Lewis named to the Board of the Greater Edgewood Education Foundation

Jennifer Lewis with Lewis Web Creations, Inc. has been named to the Board of Directors for the Greater Edgewood Education Foundation. Jennifer has been an active member of the Foundation, and is currently preparing for the launch of a new community website for Edgewood.

SARC (Spousal Abuse and Resource Center) Bull and Oyster Roast

Date: Saturday, March 10

Time: 7pm - Midnight

Where: Jarrettsville Gardens

Cost: \$35

SARC fundraiser - the Round of Hope Golf tournament

Date: May 14, 2007

Where: Md Golf and Country Club

Cost: \$195/ golfer; \$780 foursome

HCCW Scholarship Applications Available

The Harford County Commission for Women gives a number of scholarships each year to assist women in Harford County pursue a college education. Scholarships are available to graduating seniors from all Harford County public and private schools and to women who are beginning or returning to college after having graduated from high school. A committee of the HCCW commissioners reviews the applications and selects the scholarship recipients. Scholarships are awarded in varying amounts from \$500 to \$1500.

Applications are now available and may be requested from Mary Cogley, HCCW Vice Chair at mcogley@cruiseplanners.com, or from Sylvia Bryant, HCCW Administrator at swbryant@harfordcountymd.gov, or 410-638-3150. The application filing deadline is April 15, 2007.

23rd Annual Women's History Month Luncheon

The Harford County Commission for Women will hold its 23rd annual Women's History Month Luncheon on Sunday, March 4, 2007, from noon until 2:30 PM at the Richlin Ballroom. The HCCW is excited to announce that the keynote speaker will be Marlene Lieb, the Associate VP for Continuing Education and Training at Harford Community College. A Silent Auction of themed baskets will be held to support the annual scholarship fund. Tickets are \$25 per person (reservations must be made by February 23rd). For more information contact Sylvia Bryant, 410-638-3150.

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Ameriprise Financial Services, Inc.
Suite 108
2225 Old Emmorton Road
Bel Air, MD 21015-6122
Bus: 410.569.9694
Fax: 410.569.2457
andrea.n.kirk@ampf.com

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Chesapeake Professional Women's Network, Inc.

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Publisher

The Chesapeake Professional Women's Network, Inc.

Assistant Publisher

Daniele Fleischer

Editor

The CPWN Newsletter Committee

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Address editorial and other inquiries to:

The Editor
CPWN Newsletter
Chesapeake Professional Women's Network, Inc.
P. O. Box 654
Bel Air, MD 21014
pouliguen@aol.com

First class postage paid in Bel Air, MD.

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Welcome New CPWN Members!

Kim Lovett

Upper Chesapeake Health
626 Revolution Street
Havre de Grace, Maryland 21078
443-643-4200
kal.01@ex.uchs.org

Adrienne Weber

Cuts Fitness for Men
804-5 Conowingo Road
Bel Air, Maryland 21014
410-399-0069
adrienne.weber@comcast.net

Ann F. Coulson

Floral Designs by Ann
28 Plum Shore Road
North East, MD 21901
410-287-6422

Cathy Schmidt

Chesapeake Therapeutic Riding
2024 Flagstone Court
Abingdon, Maryland 21009
410-569-4983
healingequines@aol.com

Beverly L. Dean-Crabtree

Rebuilding Together Harford County, Inc.
145 North Hickory Avenue
Bel Air, Maryland 21014
410-836-9599
bdcrabtree@verizon.net

CPWN Member News Business Card Ads

Please utilize the wide variety of CPWN Member services and products. CPWN would like to thank the members who support CPWN activities and the publication of this newsletter by advertising in the *CPWN Member News*!

Business card ads are \$45.00 for three months and \$150.00 for 12 months.

To place your business card ad, please contact Renee McNally at 443-243-4031, or email renee@hrsolutionsource.com.

Thank you!
CPWN Newsletter Committee