



Newsletter

MARCH 2012

Chesapeake Professional Women's Network, Inc.
Building Relationships. Growing Businesses.

CPWN Welcomes

WELCOME ..

to the all new
E-Newsletter!
We welcome your in-
put and ask that you
send any
feedback to the
editor at
averbeten@gmail.com

Want the hard copy??
Just hit PRINT!

**This Issue:
Networking Tips**



Publisher
The Chesapeake
Professional Women's
Network

Assistant Publisher
Amy Verbeten

Editor
The CPWN Newsletter
Committee

CPWN
PO Box 654
Bel Air, MD 21014
410-297-9722

March Sponsor: The Kelly Group



Jodi Davis, Vice President, Financial Advisor

Jodi has been active in the Harford County community for over two decades, and lives with her husband in Forest Hill, Maryland. She has worked in the financial services industry for over 25 years, and moved to The Kelly Group in January 2009. As a Financial Advisor, Jodi focuses on key areas in financial planning that provide compassion, coaching, and counseling to individuals and couples wishing to achieve a better financial life.

Currently, Jodi is a member of the Harford County Chamber of Commerce, and serves on the Ways & Means Committee. She is a member of the Toastmasters, HARCO Chapter, and serves on the executive board for the Women's Giving Circle of Harford County, and a member of the Chesapeake Professional Women's Network. Jodi has given financial lectures regionally and nationally, and teaches financial seminars for women at Harford Community College, titled *The Savvy Woman Series*. Jodi also speaks extensively on the topic of Social Security strategizing for Baby Boomers and pre-retirees.



Susan K. Burchett, Vice President, CPA

Susan's experience servicing "both sides of the desk" provides clients with additional insight and expertise, whether it's working with personal or business clients in the areas of tax, accounting or employee benefits consulting and related services. Her experience includes eight years with Wooden & Benson, as well as serving as Controller for Tidewater Marina in Havre de Grace.

A lifelong resident of Harford County, Susan enjoys taking active roles in her community associations and spending time with her family. Currently, Susan is a graduate of the Harford Leadership Academy's Class of 2010, is an active member of the Chesapeake Professional Women's Network, and a member and Treasurer of the Toastmasters, HARCO Chapter.

Board of Directors

President

Renee McNally

HR Solutions, LLC
renee@hrsolutionsllc.com

Vice President

Carolyn Evans

Sengstacke & Evans, LLC
cevens321@aol.com

Treasurer

Melissa Harbold

Merrill Lynch
melissa_harbold@ml.com

Secretary

Wendy Lee

Susquehanna Spine & Rehab
wendy@susquespine.com

Immediate

Past President

Mary Ann Bogarty

PNC Bank
Maryann.bogarty@pnc.com



EVENT CHECK IN

For record keeping purposes, please remember to check in at all events, even if you have pre-paid.

President's Message



With March comes Springtime and a renewal of spirit and hope! It also brings great things to the members of CPWN! I am very excited to tell you about some news we have. This spring, we will be introducing a new website! (I know, I can hear all of you cheering!) I know many of you have struggled with the website registration system and I can assure you I, along with a few other board members that use the system intimately, share your frustrations! Not only will we have a new system, we will have a whole new look! When it's ready to go live, don't worry, there will be lots of announcements and demonstrations to show you how to use it.

Also this May, we are thrilled to have our 15th Anniversary celebration! (Yes, charter members, I hear you saying, 'Renee, we began in 1996') It will be worth the wait! Even more exciting is that we are having the event at our all new Harford County hot spot – Joe's Crab Shack! Keep your eyes open – when registration opens, tickets will go fast and unfortunately, we will have limited seating.

Another new event is coming in June – our first evening Business Card Exchange which will be in addition to our regular monthly event! This will be a great opportunity for those of you who have a hard time getting away for lunch. Look for more details coming soon!

I want to thank everyone who came to our February meeting at Bonefish. What a great turnout! Let's do it again in March at Richlin for an all networking meeting! Make sure to bring plenty of business cards.

Renee McNally

The board would like to remind our members of the Event Pay Policy.

- ◆ Members and Guests must register for events by 12 noon the Friday prior to the event.
- ◆ Members and Guests must also cancel their reservations by this time as well if they are unable to attend.
- ◆ We apologize for any inconvenience, however the restaurants and locations where we hold our monthly meetings require a firm headcount by the Friday before the event.
- ◆ Thank you for your understanding and cooperation.



Committee Chairs

Ambassador & Membership

Liz Hopkins
M&T Bank
ehopkins@mtb.com

Events & Meeting Speakers

Andrea Kirk
Ameriprise Financial Services, Inc
Andrea.n.kirk@ampf.com

Fashion Show

Kim Zavrotny
Evans Funeral Chapel & Cremation
monkton@evansfuneralchapel.com

Publicity & Newsletter

Amy Verbeten
Mind Your Business
averbeten@gmail.com

Website

Kathy Walsh
Jigsaw Marketing Solutions
kwalsh@jigsawmarketingsolutions.com



Membership Dues: \$85
Meeting Sponsorship: \$150
Plus door prize

www.cpwnet.org

The Importance of Being Memorable

Five ways to help people remember you (in a good way!)

From [Scott Allen](#), former About.com Guide

Have you ever attended a networking event, collected a bunch of business cards, and when you go through them the next day, you can't remember who many of them are? Or try to think of someone you met and had a conversation with, but you can't remember their name or their business to look them up? Well, you certainly don't want to be one of those that other people can't remember, do you? It's all well and good to pass out business cards, but if people don't remember you well, they probably won't be calling you to follow up, and they certainly won't keep you in mind for their future needs or possible referrals.

Here are five tips on how to make yourself memorable (in a good way) when meeting other people face-to-face:

1. Be distinctive.

A brightly-colored, hand-painted tie, an unusual necklace or other jewelry, a good (but not overpowering) cologne, even just impeccable grooming can all help you stand out in a good way. It's not that you want to be remembered and identified for that, but anything that helps people separate you from the crowd helps them remember the rest of you. You don't have to be outlandish -- although some people work that quite well -- just don't blend in completely with the crowd.

2. Be fully present.

Be fully engaged and fully aware of the people you interact with. You can break this down into smaller, somewhat mechanical pieces -- listen well, respond promptly, maintain eye contact, etc. -- but if you are truly present in the moment, those things will happen naturally. Many people only seem to be "half there", so being fully engaged helps you stand out.

3. Ask thought-provoking questions.

Networking expert Bob Burg has some good [suggested questions](#)¹ in his book [Endless Referrals: Network Your Everyday Contacts into Sales](#)², such as "How did you get started?" or "What do you enjoy most about what you do?" But the very best questions can't be communicated in a book because they're specific to the person you're interacting with and will arise in response to your initial conversation. Do #2 and this will flow naturally. As Dale Carnegie suggested, you must "take a genuine interest in other people".

4. Reinforce your keywords.

People aren't going to remember long descriptions of what you do, or likely even that 15-second intro that many experts teach you to make. People will at best remember a few key things about you:

Your name

Your company name

Your business/industry (in three words or less)

Your product

Your location

What you want to do is find ways to unobtrusively increase the occurrence of these things in your conversation. For example, is there some kind of story behind your name? Have it ready to use if there's an opportunity. Does your business have an unusual name? What's the story behind it - what does it mean?

Refer to your place of business when telling an incident that occurred ("I was driving down 17th Street leaving my store, when..."). *Anything* you say that rein-

(Continued on page 5)

WOMEN HELPING WOMEN: A List of Organizations that CPWN Supports

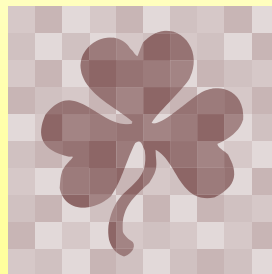
Athena Award – CPWN is a sponsor of the Athena Award, which is an award recognizing women who demonstrate excellence in their business or profession, devote time and energy to the community and generously assist women in attaining their full leadership potential. Of the Harford County recipients of the Athena Award, we are proud that four are members of CPWN (Kim Wagner, Debi Williams, Sheryl Davis-Kohl and Content McLaughlin). For information, contact Pat Hogan at 410-836-4713.

New Visions for Women – A fun, power-packed day of workshops and sessions designed to energize and invigorate you and to celebrate women as unique individuals and as a collective force in the community. The annual event is held at Harford Community College. CPWN is a sponsor and member of the Committee, often our members are presenters.

Anna’s House – A non-profit organization that provides transitional housing for women and their children and also offers case management, counseling, career skills training and employment assistance. To support Anna’s House, CPWN sells the “Lucinda” Women and House Pins as a fundraiser at CPWN events.

SARC – “We work to end domestic violence, sexual violence and stalking to aid its victims and to create a society free from abuse and fear.” We are Harford County’s lifeline to both adult and child victims by providing: counseling, legal representation and a 28 bed safe house. Over 2000 people a year turn to SARC for help. Call our 24 hour helpline at 410-836-8430 or learn how you can help at www.sarc-maryland.org

Scholarship Fund – CPWN sponsors a \$1000 scholarship for Harford Community College, to be awarded annually to a “female student who exemplifies professionalism and commitment to the community”, and who meets certain academic criteria. Funding is from special raffles and events. For information contact Mary Ann Bogarty at 410-638-2037.



Board Members At Large

Andrea Kirk

Ameriprise Financial
Andrea.n.kirk@ampf.com

Liz Hopkins

M&T Bank
ehopkins@mtb.com

Kim Zavrotny

Evans Funeral Chapel & Cremation
monkton@evansfuneralchapel.com



Jeannette Stancill

Alliance Mortgage Funding
Jeannette@md-pahomeloans.com

Kathy Walsh

JigSaw Marketing Solutions
kwalsh@jigsawmarketingsolutions.com

Kelly Bedsaul

Weyrich, Cronin & Sorra, Chartered
KellyB@wscspa.com

(Continued from page 3)

forces one of the five items above helps make you more memorable. And if they can remember just three of them -- "Joe the barber from Soho" or "Maria the translator who wrote 'Spanish in Six Weeks'" -- you're doing great.

5. Contribute to the group conversation.

Don't hog it, and don't say just anything in order to say something publicly, but saying one really smart thing at your table or in front of the whole group will make you much more memorable than half an hour of semi-conscious small talk. Create value for others and you create value for yourself.

When we look at [brand strategy](#)³ in marketing, one of the most important concepts is that a brand is not just a memorable name or logo -- it's an experience. A great brand communicates values and emotions that get called to mind whenever someone thinks of the name or logo.

Here we're talking about your personal brand. Remember that *you are your business*. The impression that *you* make on people is the impression they will have of your business, so make it good and make it memorable.

*This About.com page has been optimized for print. To view this page in its original form, please visit: <http://entrepreneurs.about.com/od/businessnetworking/a/memorable.htm>
©2012 About.com, Inc., a part of [The New York Times Company](#). All rights reserved.*

The Three Most Common Networking Fears And How To Overcome Them

by [Beverly Arons](#) 26. February 2009 08:45

1. Fear of talking to strangers. As children most of us were admonished to "never talk to strangers" the inference being that strangers are dangerous and not to be trusted. But in most networking settings the strangers are just like you, often work in the same field and may even share some of your hobbies and values. To overcome your fear try tricking your brain into seeing the strangers as long lost friends or distant cousins you're meeting for the first time at a family reunion.

2. Fear of rejection. This is the root of our biggest fear of networking. Many of us are simply afraid that people won't be receptive or responsive to our attempts to network. To overcome this fear, create limits with yourself. For example, you may decide that you will say "Hi, is this your first time here?" to someone and if they are not very talkative or receptive give yourself permission to move on.

3. Fear of being boring or having nothing to say. Well the good thing about networking and having conversation is that often the best conversationalists are those who listen. Focus on listening to the other person when networking and ask questions directly related to what they are talking about, (i.e. their career, job, aspirations, recent project, award etc.). You will soon discover that people enjoy talking about themselves and are highly appreciative of those who are good listeners.

<http://www.leopardsolutions.com/blog/post/2009/02/26/The-Three-Most-Common-Networking-Fears-And-How-To-Overcome-Them.aspx>

Do You Have Harford's Most Beautiful Baby?

Harford County-based non-profits Harford Family House and SARC will host the 3rd Annual Celebree Presents Harford's Most Beautiful Baby contest with four fun ways to participate.

On Saturday, May 12, 2012, [Harford Family House](#) and [SARC](#) will again join forces to host the third annual Celebree Presents Harford's Most Beautiful Baby contest at the Harford Mall, with all proceeds going to benefit the two area non-profits that primarily provide services to local women and children.

According to the planning committee for the event, this year will be bigger and better than ever. In addition to the Beautiful Baby contest, new this year are a Mother/Daughter Look-a-Like Contest, a Father/Son Look-a-Like Contest and a Baby Crawl race. Also for the first time, the event will take place in the Center Court of Harford Mall with activities scheduled throughout the day. Registration for the Look-a-Like and Baby Crawl contests will open at 10:00 a.m. and the action will kick off at 10:30 with the Baby Crawl. The Father/Son Look-a-Like Contest will follow at 11:30 and the Mother/Daughter will take the stage at 12:30. Other entertainment will be provided throughout the day, including face painting, balloon creations and an 11:00 a.m. magic and balloon show presented by "The Extreme Balloon Man," Steve Gambrell.

To enter the Beautiful Baby contest, parents need to submit a non-professional photograph of their newborn through 18-month-old and a \$25 entry fee. Entries can be submitted online, at all Harford County Celebree Learning Centers or by mailing a photo, entry form and check to Harford Family House at 53 E. Bel Air Avenue, Suite 3, Aberdeen, MD 21001 no later than April 30, 2012. All checks should be made payable to Harford Family House.

A group of six judges including Sandi Linkous of Merle Norman Salon and Spa, Lance Hirsh of Saxon's Jewelers, Aberdeen, Debra McCollum of Jones Junction, Karen Hensley RNC-PEDS, BSN of Upper Chesapeake Health - Family Birthplace and Melissa Horner of Girleegurlz will choose the Beautiful Baby contest winner from the top 10 highest vote-getters on the photo contest website.

The top vote-getters will be notified in advance and must be available to attend the award ceremony at 1:30 p.m. on May 12th at Harford Mall, at which the grand prize winner will be announced and receive a prize package valued at more than \$1,500. Prizes include a \$1,000 cash prize from Susquehanna Bank, consultation and organizing by Sappari Solutions, a photo session with photographer Anni Oh and gift certificates from Tiny Toes and Stella & Dot. Other contests feature prize offerings including a spa day, jewelry, cash prizes and gift certificates to area retailers and restaurants.

Harford Family House executive director Joyce Duffy says the Beautiful Baby event would not be possible without the support of the local business community. "Thanks to our wonderful sponsors including our new title sponsor, Celebree Learning Centers, titanium sponsors Forest Hill Pediatrics, Growing Smiles and Jones Junction, and platinum sponsors APGFCU and Harford Mutual, we were able to significantly expand the event this year in terms of both fun activities and prizes," Duffy says.

Luisa Caiazza-Nutter, executive director of SARC agrees, stating, "The support of our valued sponsors contributes directly to the success of this event, which in turn increases our ability to better serve women and children in our community in times of crisis."

"Teaming up with SARC and Harford Family House provides Celebree with a great opportunity to support our local families. We are an organization committed to strengthening our communities with a purpose of raising the bar for early learning and closing the school readiness gap — a perfect fit," adds Richard Huffman, founder and president of Celebree Learning Centers.

To enter any of the contests, become a sponsor or find out more about Harford's Most Beautiful Baby activities, visit the event website at www.harfordbaby.org.



MARK YOUR CALENDARS



WINE TASTING EVENT TO SUPPORT LOCAL NON-PROFIT AGENCY

Sunday, March 11th 2012
2pm to 5pm

The Vandiver Inn, Havre de Grace

Family and Children's Services is hosting their 7th Annual Spring Time in Tuscany wine tasting fundraiser. The event will feature wine tastings from a variety of local vineyards, heavy hors d'oeuvres and dessert buffet, jazz music, and a raffle board. Tickets cost \$55 per person and may be acquired by contacting Family and Children's Services at 410-838-9000, extension 222. Don't delay; tickets will be selling quickly for this fun event!

Triple Crown Wine, Beer, and Food Tasting

Saturday, May 5th 2012

Doors Open @ 5:45pm

Walter and Betty Ward Family Center Y

Wear your derby attire and join us for the Derby broadcast in the lobby of the Y followed by food tastings by Chef Jon Kohler of Pairings Bistro, a variety of wine tastings, beer tastings from Duclaw Brewery, and desserts by Flavor Cupcakes. All proceeds benefit the Y's Safe Places for Kids Campaign which helps to provide safe before and after school childcare, preschool, and summer camp. Contact Traci Petty at [410-679-9622](tel:410-679-9622) for further information and sponsorship opportunities

UCC Dinner Theater

Upper Chesapeake Chorus "I Got Shoe, Babe!"

Saturday, March 31st 2012

Two shows: 3pm or 7pm

St Paul Lutherans Church, Aberdeen

UCC Dinner Theater presents... "I Got Shoe, Babe! Dinner and a show includes a home-made spaghetti dinner with all the trimmings! UCC Silent Auction at both shows. Advance reservations recommended. For more information contact Sue Peretti 410-638-6684.

Second Annual "Clear Your Clutter Day"

Saturday, April 28th 2012

10am to 2pm

HCC's Fallston Parking Lot

Professional organizers Sappari Solutions and Harford Community College join forces to provide Harford county residents a free, one-stop drop-off point to reuse or recycle unwanted goods. The annual event offers Harford county residents a convenient opportunity to get rid of household clutter in an environmentally-responsible way and also provides attendees information on organizing, donating and other area services.

For information on sponsoring or attending the event, visit www.clearyourclutterday.org.

Smile with Style

Walk the pink carpet and join us for an evening of pampering, shopping and food for the body and soul!

Thursday, May 10th 2012
5pm to 9pm at Rockfield Manor
Tickets \$35 / Free Parking

The Welcome One Emergency Shelter is the only full-service emergency homeless shelter in Harford County. Our shelter is located in the Riverside Business Park in Belcamp. Welcome One is a night-shelter with 28 beds: 22 for men, 6 for women. Our shelter provides and advocates for a continuum of services designed to reduce the incidence and burdens of homelessness in Harford County. Welcome One Homeless Services also operates a Transitional and Supportive Housing Program with three units in Bel Air.

NON PROFIT EVENTS



Fashion Show Corner:

Mark your calendars for Tuesday, October 9, 2012! Yes, once again, we have begun planning for our 14th annual fashion show! The committee is very excited for another year. We have a lot of ideas to make this year even better than last!

We have already confirmed our first sponsor, Maryland Cosmetic Surgery Center will once again be our diamond sponsor. We also know that the great staff at Cheveux Salon & Day spa will be helping our models look their best in their fashions. We are off to a great start!

Sponsorships are now available and we have the information on our website (www.cpwnet.org). These will be available until April 30.

If you would like to join our committee, we are always welcoming to new members!

For more information on sponsorships or joining the committee, please contact Kim Zavrotny at 410-343-3000 or monkton@evansfuneralchapel.com.

Member Announcement:

Libby Plunkett, of Wells Fargo Advisors, was recently named a **Five Star Wealth Manager** and was recognized in the February, 2012 issue of Baltimore Magazine.

Five Star Wealth Managers are selected based on surveys from consumers and financial services professionals in the Baltimore area who scored the highest in overall satisfaction.

They are part of an elite group representing less than 5% of the wealth managers in the Baltimore area. Libby is a two-year winner of this award.

New Members:

Randy Acosta
Boys & Girls Clubs of Harford Co.
racosta@bgcharfordco.org
410-322-5471

Julie Chmura
Arc Northern Chesapeake Region
jchmura@arcncr.org
410-935-3940

Connie Donato
PromoLogic, LLC
promologic@comcast.net
410-420-7508

Sue Haviland
Legal Shield
shaviland@earthlink.net
443-677-0389

Cindy Jacobson
StoneHouse Publications
cinjac@comcast.net
410-666-8254

Dee Jefferson
Long and Foster Real Estate, Inc
dee.jefferson@longandfoster.com
410-303-1248

Linda Lassen
Arrow Center for Education
Linda.lassen@arrow.org
443-484-2437

Sue Manning
Freedom Federal Credit Union
smanning@freedomfcu.org
443-243-5994

Lisa Slinkard
Meeting Ground
lisa@meetingground.org
410-392-8947



Chesapeake Professional Women's Network, Inc.
Building Relationships. Growing Businesses.

Member Benefits

- ◆ Monthly meetings to network and promote your service or product.
- ◆ Advertising in our online membership directory with website and e-mail links.
- ◆ Varying meeting dates, times, and locations to meet your busy schedule.
- ◆ Topical speakers on issues pertaining to women and business.
- ◆ Opportunities for women to support and mentor each other in both business and personal aspects of our lives.
- ◆ Special events & Meeting Sponsorship
- ◆ A monthly newsletter with calendar of events, networking tips, member updates, and articles of interest.



UPCOMING EVENTS

March Networking

Richlin Ballroom
March 13, 2012
11:30 a.m. - 1:30 p.m.

Sponsor: The Kelly Group

April Networking Lunch

Vandiver Inn
April 10, 2012
11:30 a.m. to 1:30 p.m.

Rsvp at www.cpwnet.org or 410-297-9722
Deadline is Friday before the event at Noon.

Please Note: The above phone number will not be in service after May 1, 2012

Opinions expressed by the authors do not necessarily reflect those of the Publisher or the Board of Directors of The Chesapeake Professional Women's Network, Inc. Reproduction or use of material in whole or part is forbidden without prior, written permission of CPWN.

Newsletter Copyright 2010,
Chesapeake Professional Women's Network

Address editorial and other inquiries to:

Amy Verbeten
443-504-9393
averbeten@gmail.com

Remember to "like" CPWN on Facebook

