



CPWN Member News

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

February 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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Jim Richardson Visits CPWN to Discuss BRAC



Jim Richardson is Harford County's Director of Economic Development and has been since last year when he was appointed so after the exit of then Director, Tom Sadowski. His responsibilities include business retention and expansion, new business development, the oversight of BRAC (the Base Realignment program) and tourism and marketing programs for the County. During his tenure, he has developed the BRAC transition office, secured \$1.7 million in OEA/DOD grant funds for BRAC activities, and finalized an action plan from the BPAC report. Prior to becoming the Director of Economic Development, Jim served as the County's Director of Human Resources for 8 years. He holds a BA from Lynchburg College and an MS in Economics from Virginia Tech. Jim lives in Pylesville with his wife Barbara and their three children.

Sponsor - Roxanne Simons - Mary Kay Cosmetics

Roxanne Simons is an Independent Sales Director for Mary Kay Inc. She has been in Mary Kay for five years and a Sales Director for one year. She started her business just so that she could receive the discount; she didn't want to pay her consultant full price! At the time she was working full-time at APGFCU and going to College of Notre Dame of MD for her Bachelor's Degree in Business Administration with a focus in Management. The first two years was spent selling to support her cosmetics habit! She was working the business as a hobby consultant; working the business when she had time.



After graduating college in 2004, she left the Credit Union and took classes to get her Real Estate license. After the first eight months in Real Estate she realized it was not the career for her. "Mary Kay was always there. I knew the business inside and out, so I decided to take it seriously, like it was my own business - my 9 to 5 job." For a year she built her customer base and started building a unit of other consultants. She became a Sales Director in January of 2006 and earned her first free car, the red Pontiac Vibe! She states, "I love this business, I get to do whatever I want, whenever I want. I promote myself and determine my own paycheck, nobody else does!"

Mary Kay's mission is to enrich women's lives and Roxanne has taken on this mission statement as her own by sharing the #1 product and offering the business opportunity to everyone. She also provides complimentary pampering sessions to businesses.

Not only is she a member of CPWN, Roxanne also is a member of the Harford County Chamber of Commerce and Small Companies.com.

She lives in Aberdeen, Maryland and for fun she likes to go country line dancing every Tuesday night in Baltimore County.

To learn more about Roxanne and Mary Kay, call her at 410-808-2974 or visit her website at <http://www.marykay.com/rgreen8>.

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A Word from Our President ... Laura Henninger



Laura Henninger

Alex Wilson, from System Source, presented the very timely topic of Internet Security at our January meeting. Mr. Wilson discussed how to protect our computers from spam, identity theft, and other online threats. In many cases, simple steps can make a big difference – such as installing and maintaining anti-virus software, not opening e-mail attachments from unknown senders, and backing up your data regularly.

Mr. Wilson also enlightened us on the very real threats to our children on the internet. As a mother of a high schooler, a middle schooler, and a grade schooler, I was shocked and dismayed to see examples of inappropriate pictures and personal information posted on the internet by local Harford County teenagers. I'm sure these teenagers don't realize that they are making themselves vulnerable to internet predators. In today's internet society, an important part of protecting our children and grandchildren will be to monitor their computer use. Now all we have to do is becoming as proficient on the computer as they are!

At our February meeting, Jim Richardson, Director of Economic Development for Harford County, will present the topic "Harford County Update". As we all know, Harford County has grown and changed so much in the recent past, and will continue to grow and change exponentially when the full impact of the BRAC relocations is felt. Join us to learn more about the direction the County will take in the upcoming years.

...and by the way, Happy Valentine's Day!

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

February 13, 2007

Jim Richardson
Director of Economic
Development, Harford County
MD Golf & Country Club
11:30am -1:30pm

March 13, 2007

Loraine Jacobs
"Networking"
The Bayou, Havre de Grace
11:30am – 1:30pm

Maryland a Women-Friendly State, Economically Speaking

Did you know that Maryland ranks second in the nation (surpassed only by the District of Columbia) as the best jurisdiction for women economically in 2006? This data, released by the Institute for Women's Policy Research in December 2006, gives Maryland several high marks for women in the economics arena. Although women employed full time, year-round in the United States make a median annual earnings of \$31,800 - or 77 percent of what men earn - Maryland women are making gains. Women in Maryland had much higher earnings than average for women in the United States, with a median annual earnings of \$39,300, again ranking second only to District of Columbia. Maryland women's earnings are closing the gender gap, making 82.2% of what men earn, ranking fifth in the nation for earning ratio between men and women. Maryland women's labor force participation at 62.3 percent is also above the national average of 59.2 percent. Also, 43.1 percent of Maryland women are employed in managerial and professional occupations, compared to the national percent (35.5 percent), ranking Maryland second only to District of Columbia. Other good news for Maryland women: 34.6 percent of Maryland women have four or more years college (26.5% nationally); and 31 percent of businesses are women owned (28.2% nationally).

What does this mean for BRAC and the northeastern Maryland region? This report sheds bright light on a state geared for readiness with the Base Realignment and Closure (BRAC) impacting both Aberdeen Proving Ground and Ft. Meade. In addition to direct DOD jobs relocating to APG estimated at 8,200, it is anticipated that contractor, spin-off and support services jobs will follow at a conservative estimated ratio of 2:1. With the projected growth for the Chesapeake Science and Security Corridor and its expansion of scientific and technical jobs, more diverse demographics, and the influx of new opportunities...ladies, Maryland is your oyster!

For more information about regional BRAC efforts, contact Karen Emery, BRAC Manager, at 410-638-2512 or klemery@harfordcountymd.gov.

Celeste Edwards Attends Shaklee Corporation's 50th Anniversary Celebration

Recently, Shaklee Corporation's 50th Anniversary conference was held in San Francisco. Celeste Edwards joined thousands of entrepreneurs from around the world to celebrate the number one natural nutrition company's milestone.

Two major product introductions were introduced at the conference: Get Clean™, a safe, nontoxic, biodegradable cleaning line that is safe for people and the planet; and Cinch™, a new weight management system specially formulated to help break the yo-yo dieting cycle, retain muscle, burn fat and lose inches.

"It's exciting to be a part of an organization that cares so much for the health of people and the planet," says Edwards. "The conference inspired me to safeguard the well being of my family and community, and to redouble my personal environmental protection efforts."

Celeste is also celebrating a business milestone - her 25th Anniversary with Shaklee! She has found that helping others learn about the benefits of a wellness program has led to a successful home-based business.

HCC SEEKS APPLICANTS FOR 2007 HARFORD LEADERSHIP ACADEMY

Harford Community College is recruiting for the 2007 class of the prestigious Harford Leadership Academy. Celebrating its seventeenth year, the Academy is designed to promote the development of existing and emerging leaders in the community and to create a committed, involved, and diverse network of leaders in Harford County. Over 500 individuals have completed the program since its inception in 1991, including leaders from business and industry, education, government, and civic organizations.

The Harford Leadership Academy encourages applications from mid- to upper-level management personnel who have the goal of providing leadership in the community, an interest in accepting new and rewarding challenges, have demonstrated leadership skills, are new to the community, and wish to learn more about Harford County and become involved as leaders. Enrollment is limited to thirty-six adult participants. Deadline for applications is February 2, 2007. Applicants must live or work in Harford County, have demonstrated interest in volunteerism and the community, exhibit leadership potential, and be able to attend all seminars. Businesses, agencies, community organizations or individuals may nominate candidates, or they may apply themselves. A selection committee will review applications.

For further information, contact Pat Hogan in the Continuing Education and Training Division of Harford Community College at 410-836-4176 or phogan@harford.edu.

CPWN MEMBER NEWS & ANNOUNCEMENTS

PAINT & POWDER CLUB....

Marge Pearce, President of the Paint & Powder Club is proud to announce the Maryland Conservatory of Music as the designated charity for 2007. MCM is providing free instruments and music lessons for Harford County's under - privileged children. A gala fund-raiser is set for Saturday March 3rd. "A Broadway Opening Night" is the theme for this years event. Please consider buying a ticket for \$100.00 or donating an item or service for the silent Auction. Please contact Marge at 210-272-3929 or polishedyou@aol.com

ATHENA AWARD — Women's Leadership Breakfast

Presented by the Women's Business Program of the Small Business Development Center Network at Harford Community College

FRIDAY, MARCH 2, 2007—7:30 – 9:15 AM
Maryland Golf and Country Clubs, Bel Air, MD
Cost: \$30

Registration deadline is February 28, 2007

This breakfast celebration honors all working women and especially recognizes an exceptional role model who inspires others to achieve. The Sixth Annual ATHENA Award will be presented following a keynote presentation by Susan Reimer. All are welcome! For more information, call Pat Hogan at 410-836-4176 or Helen Ireland at 410-836-4237. www.harford.edu/Community/athena

NEW VISIONS FOR WOMEN....

Seasons in a Woman's Life. A period of time, a flavor. We change daily, yearly, by the decade, through spring and summer, autumn and winter. Our lives are reflected by the natural beauty and changes of the four seasons. From puberty to menopause, women are learning, growing, changing, and experiencing rites of passage. Share your time with other like minded women, who are out for a day to refresh, renew and take on New Visions whatever the season! Dress casually, relax, it's a brand new day!

Date: SATURDAY, FEBRUARY 17, 2006

Time: 8:30 a.m. – 3:15 p.m.

Location: Harford Community College, Edgewood Hall—Entrance #3 off Thomas Run Road

Cost: \$30 (includes continental breakfast, lunch, and materials for workshops)

For more information, call Pat Hogan at 410-836-4176

FAMILY AND CHILDREN SERVICES....

Family and Children Services is holding their annual fund-raiser at Bulle Rock, March 25th from 2PM to 5PM. A variety of wines will be offered for tasting. Hors'dourves will be served. Tickets are \$55.00 per person. Sponsorships are available. For more information, call Family & Children Services at 410.838.9000

CONDOLENCES....

Go out to Debbie Betkey whose mother passed away recently. Our thoughts are with you.

CONGRATULATIONS TO SANDRA GLOCK....

Sandy has taken a position of Tax and Accounting with Atapco Financial Services. We wish you the best! Her new email address is: sglock@atapco.com.

CONGRATULATIONS AND WELCOME TO....

New board members Renee McNally, President of HR Solutions, LLC and Rose Zappa-Jehnert, President of Get It 2gether Organizational Services, LLC. We are happy to have you and know you will both make a great contribution to CPWN!

CALL FOR ARTICLES....

The newsletter committee is accepting articles for the newsletter. If you have something newsworthy or interesting for our membership, we'd love to hear about it! You can send us any articles, news announcement, and non profit event announcements. Articles should be 250-300 words long and cannot be viewed as advertising your business. It needs to be free of bias and topical in nature. We reserve the right to edit articles as necessary for publication. Items will be published as space permits.

GRI DESIGNATION....

Congratulations to Kim Basta of Long & Fosters Realtors who just received her GRI Designation (Graduate Realtor Institute). This designation consists of completing 90 hours of designated courses in Real Estate Practice and Ethics.

Early Memories by Charter Member Carolyn Evans

Harford County was a unique place when I started working here in 1992. I grew up here, left and came back after I married and graduated from law school. I started practicing law on Main Street of Bel Air in 1992, and assumed I would join the local chapter of the Women's Bar Association. Harford County, however, did not have a chapter. I decided I would join a professional woman's organization. Again, Harford County did not have one. In 1996, I learned through Marlene Lieb of the College that a women's networking organization was forming. I jumped at the chance to join, and immediately became a member.

My male colleagues were mystified about why I wanted to join a "group of women." "Why did we need one?" "What if there was a male networking group, wouldn't the women get upset!" I had, and have, several responses to these positions. One, I am a woman and I feel comfortable around other women. I like to talk with other mothers, other sisters, other daughters and other wives about how they manage to balance their work lives with their personal lives. One does not usually have such conversations when men are around, even if women are at the table. Women tend to "divorce" themselves from that part of their lives when men are present.

In the second instance, I welcomed the opportunity to network with other women. My business is based on referrals. I don't advertise. One of the reasons that I have been able to do this is because of the contacts I made through CPWN. Also, the friendships that I made in the business community have largely come through my association with women in CPWN and the Chamber. Some of these women have become close, personal friends.

Thirdly, oftentimes the topics at meetings are of interest to women. Men are certainly welcome and encouraged to join, but the topics include self-defense, feng shui, organizing an office, managing stress, and, of course, the fashion show. CPWN also offers a welcoming forum for owners of businesses whose customers are largely women - such as Mary Kay, Arbonne or Creative Memories.

Finally, CPWN supports the community by creating the Bridge to Success Program, whereby it provides "scholarships" for women who are close to realizing a job, but there is some hurdle in the way, such as day care, hair cuts, car repairs, dentistry, and so forth, that is not be covered through traditional funding. CPWN is also supportive of other charities in the community that provides services and/or assistance for women and their families.

In closing, let me say that I cherish my membership in CPWN. CPWN was a success from the start. I am not surprised that ten years after its inception - it is thriving. In my busy schedule as lawyer, wife, mother, daughter, sister and friend, when a CPWN meeting comes around, I make time to attend if at all possible. It is a priority - as I knew it would be in 1996 when it formed. Congratulations to CPWN for ten successful years. I plan to be around in 2016 when CPWN celebrates its 20th anniversary.

Getting To Know New Board Member.....Renee McNally



Renee McNally is the President of HR Solutions, LLC, a Human Resources Services and Consulting firm. She has been in Human Resources for almost 17 years and is certified as an SPHR, Senior Professional in Human Resources. After having her third child, she decided she needed to work closer to home and have more flexible hours. In 2004 she started HR Solutions, LLC. One of the first things she did was to join CPWN and found it to be such a catalyst in starting her business, she immediately became involved in the newsletter and publicity committees and was just recently invited to join the Board of Directors.

Renee grew up in King of Prussia, PA and then attended the University of Pittsburgh for 6 years earning both her Bachelors and Masters Degrees. She then returned to Philadelphia where she got a job waitressing at TGIFridays, just so she could pay the bills! Unexpectedly, that's where she got her start in HR! She soon became a corporate trainer for the company and traveled, opening new restaurants and training the staff. By 1994, it was time to 'get out into the real world' and she moved to Maryland to take a job as a Training Manager for a small health insurance company in Baltimore. There she met her husband, Jim, and they moved to Harford County in 1996. They now have 3 children - 2 daughters aged 8 & 7 and a 3 year old son - all the love of their lives!

When Renee is 'off the clock' she is running carpools to gymnastics practice, soccer and lacrosse, volunteering at Churchville Elementary where her girls go, or spending time with her son before he gets old enough to go to school. As a family, the McNallys enjoy playing 'Scene It' and other games, watching movies, and going to Harford Community College to see the family musicals and shows.

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.

The NEW CPWN Message Board

Connect with CPWN members through our new message board! The message board will feature topics including: Business Items for Sale or Rent, Member News, Non-Profit Announcements, Ask the Board, and Girl Chat.

Sign up today by visiting the CPWN website, www.cpwnet.org. Click the message board button and register. To register, you will create your own user name and password. Then, an activation link will be sent to your email address. Once you've opened the activation message and clicked the link, you are then ready to read and post on the CPWN message board.

Be sure to read the rules of the message board before you get started. CPWN has created a policy for message board usage that includes prohibiting the use of harmful or offensive language or content. If you encounter a posting you feel is questionable, please report it as soon as possible to webmaster@cpwnet.org.

For questions regarding how to use a message board or about the CPWN message board, please contact Dinah Bertholdt with the Artsmiths at dinahbertholdt@artsmiths.biz or at (443) 617-0917.

The CPWN Website Committee hopes you enjoy this new member-only website feature.

This article was contributed by Jennifer Lewis, CPWN Website Committee Chairperson

TEN REASONS WHY TO FORM A STRATEGIC BUSINESS ALLIANCE -

1. **More Variety** - You will be able to offer your customers a larger variety of products and services.
2. **A bigger Sales Force** - The number of sales people will increase when you form this alliance. You will spend less time on hiring new employees and still increase your sales force.
3. **More Marketing Dollars** - Your marketing and advertising budget will increase and both businesses will share the marketing and advertising costs. You will add products and services to your existing customer base.
4. **Batch Products** - You can increase your sales and profits by combining products with your strategic partners. Adding new products and services will help you increase your profits.
5. **A bigger Work Force** - Your business will gain a larger number of skilled professionals. This will help you grow your business faster.
6. **Beat your Competition** - You will be selling to a larger target audience, thus beat your competition by selling more products and services. You will increase your existing customer base.
7. **Add Credibility** - You will exchange endorsements with your alliance partners thus adding credibility with your existing customers and potential new customers.
8. **Faster Growth Path** - You can expand your business at a faster pace. You will develop new products and services because of the larger sales force.
9. **Problem Solving Partner** - You will solve your customer's problems faster with the larger base of customer service people. You will learn from your alliance partner how to improve your customer service.
10. **A Think Tank** - You will have a larger number of people to bounce ideas off of and have a sounding board to solve problems and gain new ideas to grow your business.

This article was contributed by Patty Desiderio, Patty's Gifts and Baskets at 410.638.6918 or E Mail PattyGiftBaskets@comcast.net

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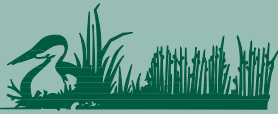
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CPWN Member News Business Card Ads

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