



Chesapeake Professional Women's Network

Member News



Speaker

Susan Reimer
Columnist, The Sun

Susan Reimer has been a columnist for The Baltimore Sun since July 1993 when, after 14 years covering sports, she was asked to write about life as a wife and the working mother of school-aged children. Her column appears on Sundays and Tuesdays in The Sun.

A collection of work, titled "Motherhood is a Contact sport" was published in May, 1998. (Sunsorce, \$11.95, 1-800-829-8000 1-6800)

Susan was born and raised in Pittsburgh, Pa., and attended Ohio University where she earned a degree in journalism.

After working at the Associated Press wire service, the Pittsburgh Press and the Pittsburgh Post-Gazette, and spending six months traveling around the country, Susan was hired by The Baltimore Sun in 1979 as one of the first full-time

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Sponsor

Renee McNally
of HR Solutions, LLC

Renee McNally began HR Solutions, LLC three years ago after leaving the corporate world. She decided to take her 10+ years of experience in Human Resources and apply it to the world of the small business owner. HR Solutions partners with small businesses to assist them in managing 'people' issues in a cost effective and affordable manner. Their philosophy is if you take care of your employees, your business will perform to its peak potential. Employees that feel valued are more motivated, more productive, and more effective. It's all about the culture you establish and instill in your people and your organization. They believe that by developing your people, you

will develop and further your business.

Renee also recognizes that cutting costs and maximizing profits is of significant importance. HR Solutions helps you reach your goals by helping you minimize your liability in employment matters, establishing good employment practices, improve employee retention and morale, and increase productivity. With their expertise in these areas, HR Solutions can train and advise you in all areas of employment.

HR Solutions can provide the day to day management of your HR function. Services include Recruitment, Benefits Administration,

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Spot
Light
Feature



IT/Web Technology
E-Commerce



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Lorrie.schenning@mercantile.com

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jlewis@lewiswebcreations.com

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Lorrie Schenning

A Message from the President

I would like to thank the Open Door Café for the excellent job they did for our August meeting. The atmosphere, food and service were top notch, and I hope everyone in attendance enjoyed themselves.

The August meeting was very well attended with close to 100 members having registered. I hope everyone had a chance to network and meet at least one new face.

We presented our new logo at the meeting. If you did not have a chance to see it, visit our website at <http://www.cpwnet.org>. I wanted to reiterate our sponsor's compliment about our logo as it pertains to our organization. We are about building relationships. We care about this organization and each of its members. The relationships that are formed within CPWN are truly special. That is what sets our organization apart from the rest!

Please join me on September 11, 2007 when CPWN welcomes Susan Reimer to the Maryland Golf and Country Club. Her topic, "Not Exactly What I Had Planned" should be inspiring. See you there!

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Kim Schmidt

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kim-schmidt@hesshotels.com

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Mary Ann Bogarty

Bay First Bank

mabogarty@bayfirstbank.net

and

Lorrie Schenning

Mercantile County Bank

lorrie.schenning@mercantile.com

Fashion Show

Rose Zappa-Jehnert

Get It 2gether

Organizational Services, LLC

rose@getit2gether.com

and

Patty Desidario

Patty's Gift Baskets

pattygiftbaskets@comcast.net

Publicity & Newsletter

Renee McNally

HR Solutions, LLC

renee@hrsolutionsource.com

Website

Jennifer Lewis

Lewis Web Creations

jlewis@lewiswebcreations.com

Susan Reimer

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women sportswriters in the country.

In that capacity, she covered the range of major sporting events — from the Triple Crown of horse racing to the America's Cup of yachting. She was reporting on the National Football League Colts when they departed for Indianapolis in 1984, just a month after her first child was born.

When her daughter arrived in 1986, Susan returned to work part-time and quit traveling. She became an editor at The Sun and helped the paper co-ordinate coverage of major events, including the Olympics.

Susan was winner in 2003 of the prestigious National Headliner Award for her column. Susan has also won the Vivian Castleberry Award for her writing about the lives of women and the MD-DC Press Association and the A. D. Emmart Memorial Prize for writing in the humanities for a story about the nature of forgiveness.

She lives in Annapolis with her husband, Gary Mihoces (Ma-hoe-kiss), a sportswriter for USA Today, and her two children: Joseph, a graduate of the U.S. Naval Academy and a Second Lieutenant in the Marine Corps, and Jessica, a graduate of Annapolis High School who attends Penn State University.

Events



September 11, 2007

Susan Reimer

Journalist for the Baltimore Sun

Maryland Golf & Country Club

11:30 am – 1:30 pm

Members - \$20 Non-Members - \$25

October 9, 2007

Annual Fashion Show

Richlin Ballroom

6:00 pm – 10:00 pm

Members - \$35 Non-Members - \$40

Seven Ways to Make Your Website Investment Pay Off

As a small business owner, you know that businesses of any size need a website to compete in our internet-based world, so you invest in a professionally-designed website with lots of information about your company, services, and products. Now what? What can you do to make sure that your website investment was worthwhile?

1. Include your URL (www.yourbusiness.com) on ALL marketing material – your business cards, ads, company letterhead, and brochures. Also, don't forget to set up your e-signature through your email software to include a link to your website. Potential and current clients may see your URL as a sign that you are serious about your business, and may use it to find out more about you before they contact you.

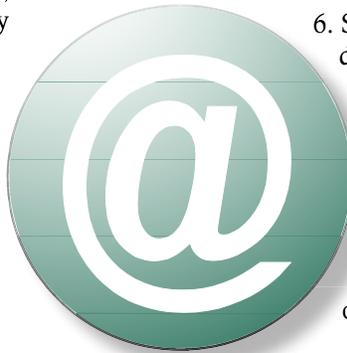
2. Make sure your website is optimized to promote the keywords that will promote your business. It takes more effort for your web designer to optimize each page of your website, but it can make a significant difference in the number of visitors who find you online. You can have the most graphically attractive, flashy website in the world, but if no one can find you online, your investment is wasted!

3. Start an e-newsletter. Add a sign-up form to your website so visitors can choose to opt in to your mailing list. Keep the newsletter short, easy to read, and make sure it has information that your clients will find valuable. There are several email marketing tools out there that are inexpensive and easy to use to manage your mailing list, create newsletters, and most importantly, track the results (Constant Contact, iContact, and Vertical Response are just a few). Never send your e-newsletter to people who did not ask or agree to be added to your list (this is SPAM, and is a sure-fire way to get your email address blocked), and always provide an easy way to opt out of your list.

Renee McNally

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Performance Management, Employee Relations, Compliance, Policies, Training, Sexual Harassment and Discrimination. Renee also delivers a variety of employment seminars; beginning this month, she will be presenting a monthly breakfast series at The Open Door Café on the 2nd Monday of every month at 7:45 AM – 10:00 AM. You can get more information and register at www.hrsolutionsource.com. Renee can be contacted at 443-356-4352 or renee@hrsolutionsource.com.



4. Form reciprocal link relationships. Build relationships with owners of complimentary businesses that could promote your services via their website, and agree to promote their services on your website. Think carefully about whom you want to cross-promote, though – keep it to a select few companies that you really trust and whose services or products could be used along with yours – not instead of yours.

5. Submit your website to local online business portals such as Google and Yahoo, as well as to any industry-specific directories, or networking organizations of which you are a member.

6. Start an online referral or affiliate program. Offer a discount to people who enter your site using a link containing a special code from another website.

7. Add a Blog to your site. Blogs (short for “web logs”) are like an online “diary” that visitors can check on a regular basis. If you offer valuable information, such as business tips, helpful links, or advice in an entertaining way, people will return often for more.

Having a website designed is not just something to check off your list when you start your business. It's an investment in your company that can really benefit your bottom line if you use it in every way possible to remind your customers that you are there for them. See you online!

This article was contributed by Colleen Estes of ImageBuilders Web Design. She can be contacted at www.imagebuildersweb.com.

Thanks

A Great
Big
THANKS

to Anita Brightman, Kathy Walsh, and A Bright Idea.

They worked diligently with a very opinionated group of women to design our new logo!

We went through a long process and a lot of revisions

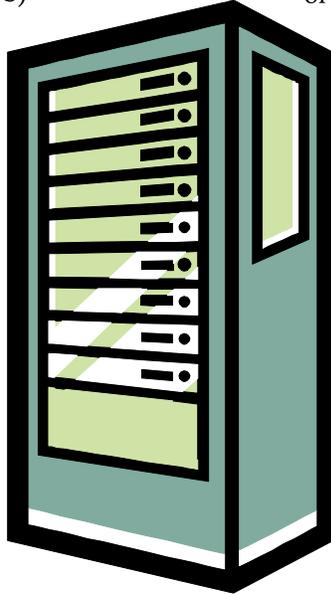
but came up with a winner!

The Value of a Server

If you have a small business, you may want to realize the advantages to having a server. A server is a dedicated computer used to centralize/share resources. This becomes particularly useful if your staff shares multiple computers. It can also provide much better security, backup and data recovery options.

Microsoft's line of Small Business Server (SBS) provides an economic solution for businesses with less than 75 users or computers. Small Business Server combines several of Microsoft's most useful server products into a single product. These products can greatly assist the small business with the management of its information.

With SBS, a Windows Domain can be built, allowing users accounts to be centralized. In this model, the server manages user accounts. This means users can login into multiple computers with the same username and password. Furthermore, their settings and



documents can also follow them. The domain model allows many more options to keep sensitive data private.

Moving the storage of files from the workstations to the server can provide many advantages. Sharing files is simplified because they can all be kept in one location. Shared files have permissions set by domain user accounts or by groups of users. You can let one user or group only view a document, while another has the ability to change it. Some of this is possible without a domain, but is extremely time consuming to manage. Another great advantage of centralized files is that a solid backup plan is simpler to implement and will provide much better protection in the event of a system failure.

These are but a few of the advantages of having a server with a Windows Domain implemented. There are many other benefits with email, shared calendars, database solutions and data security.

This article was contributed by Liz Krukosky of Cool Fire Technologies. She can be reached at www.cool-firetech.com, 443-356-4360.

What Is Search Engine Optimization?

Search Engine Optimization (SEO) means having the optimum combination of content, links, and html code to achieve a higher listing on a search engine (such as Google or Yahoo). It is the way people who are surfing online for a product or service will find your website.

By choosing effective keywords, there are many things that can be done to help improve a website's ranking with the search engines. Keywords are words your visitors will use in a search engine to look for your website, and sometimes the hardest part of finding your keywords is thinking like a customer, not like a business owner or sales representative. The best way to do this is to ask some of your best customers, "What would you search for on Google to find a business like mine?"

Here's the fun part. Search Engine Optimization is designed to be a mystery so that the most relevant sites rank highest. Why is this so? Simply speaking, if the spammers knew the formula, their irrelevant sites would rank before yours. Another key point to remember is that not all search engines use the same ranking formulas, so for the same keyword, your website may rank better on Google than on Yahoo, for no other reason than a different calculation method.

So, what's a website owner to do? There are companies

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CPWN Member Benefits & Info.

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

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.



Member News & Items of Interest

Open Doors Career Center, Inc.'s Fall Reception celebrating their 28th year will be held September 18, 2007 at Maryland Golf & County Club from 5:00-8:00 p.m. Tickets are on sale for \$35.00. Please contact Robyn Burke at 410-297-6590 for more information.

State Farm Insurance has a website catered especially for women at <http://www.sfredportfolio.com/> with GREAT worksheets, tools, and information at http://www.sfredportfolio.com/red_portfolio_toolbox/

Opportunities for minority and women owned small businesses – Find support, including funding at <http://www.mdminoritybusiness.com/>. There is a complete “how to” guide for obtaining business with the government. Also find the latest information on Maryland’s MBE Minority Business Enterprise Program (MBE = More Business for Everyone) and other interesting reports.

HR Solutions will be hosting HR Business Breakfasts on the 2nd Monday of every month. They will be held at The Open Door Café from 7:45 AM – 10:00 AM. The September topic is Employment Laws You Need to Know and October is Managing Employees. Go to www.hrsolutionsource.com to register.

Office for Rent - Available Immediately. Professional office space for rent within existing business on Rte 22 in Bel Air MD. Large office room with use of reception and conference room. Rent \$375.00 a month. Please call 410-838-8344 for more information.

The Women’s Conference – a power packed day of workshops and sessions designed to energize and invigorate you – giving you new ideas and strategies to achieve and succeed according to your goals and standards. November 7, 2007. www.careertrack.com.

Anniversaries

1 Year – Stephanie Buckley

3 Years – Shirley Brunkhorst & Celeste Edwards



Melissa Barnickel
CPA, CLTC, CSA
Principal

3635 Old Court Rd., #306
Baltimore, MD 21208

410.557.7907
800.345.2910

fax 410.484.5154
cell 410.688.9026

melissa@groupltcservices.com
www.groupltcservices.com



Best Business Question

This month's question is...

“What are your best strategies for referrals?”

Send responses to: Melissa Harbold at
Melissa.harbold@morganstanley.com.

Search Engine Optimization

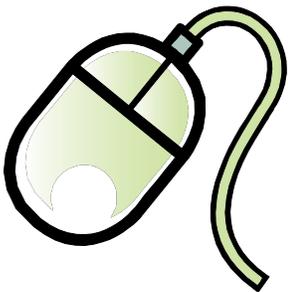
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that can offer SEO services, or you can go it on your own. Either way, be sure to research your options and become knowledgeable in the terminology so that you can ask effective questions when you need answers.

Some final tips to remember. First, be aware that Google has the largest market share by far of approximately 66% of searches, which is more than Yahoo, MSN, and Ask.com combined. If you can rank well on Google, then the rest should follow.

Also, beware the offers to guarantee a top 10 ranking for search engine optimization. While there are many things that can be done to improve a website's ranking, a guarantee in the SEO world is “too good to be true.” Instead, opt for the solution that can give you effective increases in website ranking, and combined with a stunning website, you should be well on your way.

This article was contributed by Jennifer Lewis, Lewis Web Creations, Inc. You can reach Jennifer at (410) 569-9963 or by email to jlewis@lewiswebcreations.com.



JellyBean

Printing & Promotion

Sandra Starliper
410-567-8684

jellybeanprinting@verizon.net + www.jellybeanprinting.com

- PROMOTIONAL PRODUCTS
- MAILING
- COMMERCIAL PRINTING
- SOCIAL INVITATIONS
- BLENDED & BULK ORDERED APPAREL

Travel Safety

– A Primer



Travel safety is an important subject we should all review periodically. Whether driving, flying or cruising to your vacation destination, remember these basic rules:

- Be aware of your new surroundings
- Use common sense

Sounds easy, right? Actually, planning and awareness are key to success.

1. Don't stray into areas of an island, town or city ANYWHERE that you would avoid while at home. Skip that quaint little pub in a run-down part of town. Don't wander off into the rainforest and get lost. And NEVER get into a vehicle with a local resident to go off into the sunset. (Taxi drivers are safe, but some may scam you for high fares.)
2. Whether in a hotel or on a cruise ship, don't open your door to strangers, don't flash large amounts of cash and leave the family jewels at home. Avoid becoming intoxicated and don't accept drinks from strangers. Wherever you are, if someone is trying to enter your room, call security at once – better safe than sorry.
3. Avoid becoming an easy target for criminals. You're safest with tour groups and knowledgeable tour guides. When sightseeing independently, go in groups and stay in public areas.
4. When cruising, return from excursions to your ship on time. If you literally miss the boat, it will be YOUR responsibility to fly to the next port to reboard the ship.
5. In restaurants, keep your camera or purse/tote bag in your lap or securely between your feet, never on an extra chair or chairback.
6. Use under-clothing pouches, belts, socks, or shoulder packs that strap across the front of the body and under the arm to conceal your money while on excursions. Men shouldn't carry a wallet in a back pocket.
7. Carry only a small amount of cash; use credit cards and traveler's cheques. Exchange dollars for local currency only at the purser's office, or a local bank or hotel; don't exchange with street people touting higher exchange rates.
8. Keep a copy of your passport, driver's license and credit cards in your hotel/stateroom safe in case of loss while sight-seeing.

Mary Cogley of Cruise Planners and Carole Novak of Cruise One collaborated on this article. Please contact either Carole or Mary with further travel safety questions or concerns.

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.

Child/Family Services Ad to go here



**Chesapeake Professional
Women's Network, Inc.**

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Publisher

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Assistant Publisher

Renee McNally

Editor

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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
renee@hrsolutionsource.com

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New Visions for Women
The Athena Award