



# Newsletter

APRIL 2012

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

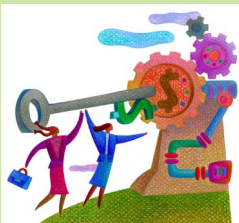
## CPWN Welcomes

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](mailto:averbeten@gmail.com)

Want the hard copy??  
Just hit PRINT!

**This Issue:  
Confidence is Key**



Publisher  
The Chesapeake  
Professional Women's  
Network

Assistant Publisher  
Amy Verbeten

Editor  
The CPWN Newsletter  
Committee

CPWN  
PO Box 654  
Bel Air, MD 21014



### April Speaker:

**Judy Pressman is a certified Image Consultant** with twenty-eight years of experience in the Baltimore, Washington area. She has transformed thousands of men and women, both individually and through her seminars. Judy trained with Robert Ponte the internationally known fashion consultant and legendary pioneer in the industry.

Judy truly loves what she does, and as an artist she has an incredible eye for fashion and for what will enhance her clients best features. She also has the ability to totally reinvent a clients image if that is what they are looking for. Judy's favorite days are spent shopping with clients, whether it is for a whole new wardrobe or to add key items to an existing closet.

Her work is based on the concept that personal style can be a vehicle to greater success, satisfaction and prosperity. Judy has found that when someone makes an investment in their personal style, whether it is time or updating their wardrobe it enhances their self esteem.

Remember we only get one chance to make a 1st impression!

*Baltimore MD 21208 | Phone: 410.486.4647 | Fax: 410.486.2505 | [judypressman@earthlink.net](mailto:judypressman@earthlink.net)*



### April Sponsor: Rose Zappa Jehnert

Rose is licensed in both Maryland & Pennsylvania, is an Accredited Buyer Representative, Short Sale & Foreclosure Resource, and Senior Real Estate Specialist. She is an active member of the National and Maryland Associations of Realtors, Greater Baltimore Board of Realtors, and Women's Council of Realtors. Her business, Get It 2gether, adds another level by assisting clients in every aspect of moving from clearing clutter to prepare for sales, packing assistance, and setting up the new home.

"Assisting You With Every Phase of Your Move"

Licensed in Maryland and Pennsylvania  
Short Sale & Foreclosure Resource  
Prudential Homesale YWGC  
[www.rosezappa.com](http://www.rosezappa.com)

## Board of Directors

### President

**Renee McNally**

HR Solutions, LLC  
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### Vice President

**Carolyn Evans**

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### Treasurer

**Melissa Harbold**

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### Secretary

**Wendy Lee**

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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.

## *The Benefits Involved with Being an Active Member of your Networking Groups*

We have all taken the first crucial step in building new relationships to create better resources and business relationships with each other. This step was easy; we simply logged onto the computer and signed up to become a member of the Chesapeake Professional Women's Network, But then what happen? You go to a meeting when your schedule allows, you're scared or shy so you say hi to one or two people. Then you leave and don't come back for six months, and when you do, you do the same thing all over again. Do you realize how many professional do just that? They sign up for some type of networking organization and attend a few scattered meetings. What is the benefit, they ask themselves, and they don't return.

When I first started networking, I was extremely shy. I was very lucky though; at my first meeting, someone approached me, engaged me in conversation, and introduced me around. This person also talked to me about joining a committee. I took one minor step by joining this committee, but it was a major turning point for my business. I met new people, got personal satisfaction from volunteering and soon realized that I had started building solid relationships with smart business women. This committee as well as consistently attending events, has proven to be a critical key to promoting and building my business.

The women you consistently hear about time and time again did not magically become successful overnight they worked for it. You've possibly met them and they have introduced you to other members. They joined a committee or two and have built solid relationships in order to become a valuable resource to the group. If you haven't met anyone like this, at your next meeting find a board member or member of the membership committee and introduce yourself. Ask them if they would introduce you to some other members; I'm sure they'd be happy to help!

Joining a network such as CPWN is a great step to meeting new people, but referrals are the goal we all seek. In order to achieve quality referrals, we must build relationships by getting involved and attending meetings. Professionals will not give referrals until they get to know you and see your ability to build relationships. I look forward to meeting you soon.

*Amy Verbeten*

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**

Bev Smith  
Re/Max American Dream  
beverlybsmith@aol.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](http://www.cpwnet.org)**

## **Why Proper Business Attire is Important – Dress the Part** **Written By: Six Sigma Training Assistant**

Because there have been so many changes in business attire over the years, many people have come to forget why proper business attire is important. Instead, they would rather dress comfortably or dress in the latest styles. There are several reasons why doing so is unacceptable. The main reason why dressing in proper business attire is important for every business professional is because it gives the message that you are dedicated to your position. Although this may sound cliché, it is true. If you were to walk into an office and see one person in torn jeans and a stained t-shirt and another person in a sleek business suit, you would assume that the one in the jeans does not care about their job. It is true that first impressions are everything.

You could be the most dedicated employee, but if it does not show in your business attire, then you should look into changing your image. It would be a shame to be overlooked for a promotion simply because of the way you dress. Unfortunately, this actually does happen quite often. Although you might want to wear clothes that are trendy, it always is a better idea to go for a more conservative look. Obviously, you also do not want to show too much skin at the office – not only is this unprofessional, it may give people at work the wrong impression of you.

Another reason why dressing in proper business attire is important in the business world is because you never know when you will be required to have a meeting with someone from outside the company. The way in which you present yourself will be the image that this outsider has of your company. Anytime you have a meeting with someone who is not from your company, you have to realize that you are representing the company. Most managers and owners would want this message to be professional. It actually could indirectly mean the difference between landing a new deal and being passed up for it.

You also have to take the company for which you work into consideration when you are planning your business wardrobe. There are many companies that are using business casual these days, so look around and see what the majority of your coworkers are wearing. Business casual is a term that can vary greatly from company to company. To some it could mean dress shirt with tie for men while at another company it could mean wearing a polo shirt. You do not have to wear a suit to work if no one else at your workplace does. Although dressing professionally is important, it also is important to dress relative to your coworkers. What is acceptable at one company could be looked down upon at another.

Article found at:

<http://www.sixsigmaonline.org/six-sigma-training-certification-information/why-proper-business-attire-is-important-%E2%80%93-dress-the-part.html>

(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](http://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

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



**Jeannette Stancill**  
Alliance Mortgage Funding  
Jeannette@md-pahomeloans.com

**Kathy Walsh**  
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**Kelly Bedsaul**  
Weyrich, Cronin & Sorra, Chartered  
KellyB@wscpa.com

## **Top 10 Tips to Boost Your Self-Confidence**

**Posted on 03 March 2012 by Anne Francis**

<http://www.prowess.org.uk/self-confidence-tips.htm>

Self-confidence is a vital ingredient for success. If you believe in your product and yourself, it will shine through to your clients and will help to make your business thrive. It's normal to feel fear about new things or experiences, however if you wish to develop your confidence in these areas there are many strategies you can employ. Here are my top ten self-confidence tips:

1. Trust your instincts when choosing your strategies, different things work for different people.
2. Spend more time with people who make you feel good about yourself and less time with people who drain your energy.
3. Develop a supportive network of friends, family or other business people like yourself and don't be afraid to ask for help, we all need support.
4. Think positively about yourself, everyone has enormous potential including you.
5. Consider your strengths and weaknesses, build on your strengths and work on areas you feel less confident about. For example, if you are anxious about speaking publicly, find a group that will help you to practice these skills.
6. Set clear personal and business goals for yourself, you can use the SMART approach, Specific, Measurable, Achievable, Realistic and Timed (with a completion date). When you are setting your goals, think positively about what you want and avoid dwelling on what you don't want. Remember that what you focus on will be what you get more of. For instance, rather than focusing on debt, concentrate your efforts on increasing your turnover or reducing your operating costs.
7. Give yourself rewards, be kind to yourself in your process of self-development. For example, put aside a percentage of your profits for healthy, stress relieving activities.
8. Make time for yourself outside work, e.g. when working from home use your answer phone when you are having a well earned break and be clear to yourself and others that there are times when you are not working.
9. Prepare for your new, bright positive life by looking after yourself. Find out what you look good in and make an effort to dress well for work, as you will find that looking good makes you feel good and this will come over in all of your business interactions, even on the phone.
10. Be open to new ways of learning, there are lots of different approaches to confidence building. You can find the one that suits you.

## Do You Have Harford's Most Beautiful Baby?

*Harford County-based non-profits Harford Family House and SARC will host the 3<sup>rd</sup> 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](http://www.harfordbaby.org).



## MARK YOUR CALENDARS



### 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](http://www.clearyourclutterday.org).

### 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

### *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.

Do you know of a non-profit event coming up?

Contact Amy Verbeten to have this event featured next month on this page.

[averbeten@gmail.com](mailto:averbeten@gmail.com)

CPWN Newsletter Editor

### CPWN 15th Anniversary Party!

Tuesday, May 8, 2012  
5:30 - 8:30 p.m.

Join us at the new Joe's Crab Shack to celebrate 15 years of building relationships and growing businesses with CPWN.

Sponsors: Harford Family House & SARC  
Location: Joe's Crab Shack

## NON PROFIT EVENTS



# Fashion Show Corner:

Our latest sponsors for the fashion show are: Evans Funeral Chapel & Cremation Services, Wells Fargo Bank and Susquehanna Spine & Rehab. We appreciate the continued support of businesses like these that make our fashion show a success year after year. If you are interested in joining these fine sponsors, please see one of our committee members or more information is available on the website, [www.cpwnet.org](http://www.cpwnet.org).

## Sponsorships are available until April 30.

If you are interested in being a part of the fashion show committee, please contact Kim Zavrotny at 410-343-3000 or [monkton@evansfuneralchapel.com](mailto:monkton@evansfuneralchapel.com) for more information.

The next meeting is:

**Tuesday, April 10 at 6:30 at Richlin Ballroom.**



# New Members:

Bareford, Ellen  
Liberty Mutual  
[ellen.bareford@libertymutu](mailto:ellen.bareford@libertymutu)

Gallion, Joanne  
My Precious Princess  
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410-245-3661

Johnson, Fran  
Harfords Heart  
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Lombardi , Terry  
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McMennamin, Lynne  
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Merlock, Debora  
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410-322-7743

Waida, Joy  
Joy Home Design  
[joy@joyhomedesign.com](mailto:joy@joyhomedesign.com)  
410-877-7787



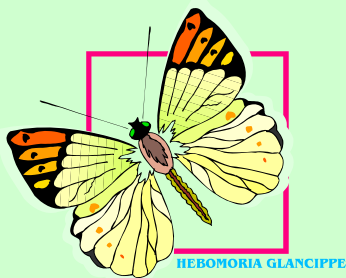




Chesapeake Professional Women's Network, Inc.  
Building Relationships. Growing Businesses.

## 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

### April Networking

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

Speaker: **Judy Pressman**  
**Certified Image Consultant**

Sponsor: **Rose Zappa-Jehnert**  
**Prudential Homesale YWGC**

### CPWN 15th Anniversary Party!

Joe's Crab Shack  
May 8, 2012

5:30 p.m. to 8:30 p.m.

Sponsors: Harford Family House & SARC

Rsvp at [www.cpwnet.org](http://www.cpwnet.org)

Deadline is Friday before the event at Noon.

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