



Newsletter

AUGUST 2012

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

WELCOME to the all
new E-Newsletter!

We welcome your input
and ask that you send
any feedback to the
editor at
averbeten@gmail.com

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This Issue:
**New Marketing
Trends**



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The Chesapeake
Professional Women's
Network

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The CPWN Newsletter
Committee

CPWN
PO Box 654
Bel Air, MD 21014

CPWN Welcomes



Sponsor: Mary Ann Bogarty, PNC Bank

Mary Ann Bogarty has been a member of CPWN for nearly eleven years and a member of the board of directors for almost eight years. She is actively involved in numerous non-profit organizations in Harford County and has spent the past twenty-one years in the banking industry. She is currently employed as a Business Banking Representative for PNC Bank where she recently received the 2011 & 2012 Achievement Award for excellence in customer service. As a business banker for PNC she provides her clients with great service and powerful financial expertise to help them meet their financial goals. Mary Ann and her husband Dan live in Jarrettsville with their two boys Jordan and Gavin and their dog Toby.

PNC Bank is one of the nation's largest diversified financial services organizations providing retail and business banking in 19 states and the District of Columbia; with residential mortgage banking and specialized services for corporations and government entities. PNC advisors bring financial savvy, local knowledge and truly personal service to all of their banking relationships. They have a longstanding history of supporting the communities they serve in education and the arts and in many other ways. For decades, PNC has provided resources to seed ideas, foster development initiatives and encourage leadership in nonprofit organizations where imagination and determination are at work enhancing people's lives every day.

PNC was ranked No.2 among Superregional Banks on Fortune magazine's list of the World's Most Admired Companies for 2012 and our breakthrough innovation, "Virtual Wallet" is nothing less than an online, high-definition view of your money that netbanker.com calls "truly inspired."

Whether you're an individual or a business, PNC can help you bank intelligently and easily. For more information on PNC Bank please contact Mary Ann at the following:

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Immediate

Past President

Mary Ann Bogarty

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EVENT CHECK IN

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

Hello CPWN Members!



As the summer months are winding down, I am looking forward to our August meeting, which is on the 14th, because it is an all networking meeting that's being held in the morning at the Open Door Cafe. This is a great opportunity to get to know other members you don't normally get to talk to. Please feel free to come up and introduce yourself to me if we've never had a chance to meet.

If you can't make our meeting this month, we have a great fall lineup – September brings us Laurie DeYoung, a well known radio personality with 93.1 WPOC. Our 14th annual Fashion Show is just around the corner; make sure to mark your calendars for October 9th!

I'd like to welcome our new board members as well – Amy Verbeten and Beverly Smith are new additions to our CPWN board. I am looking forward to their continued contributions to our organization!

This month is also the time that our board starts planning for 2013. Sponsorships are open and if you have any ideas for meetings, speakers, venues, or other items, please let myself or any board member know. We strive to bring new topics and great speakers to our events so we'd love to hear what you're interested in! I'd also love to hear about any suggestions you may have as well for our organization as a whole.

You can email me at renee@hrsolutionsllc.com or call me at 443-243-4031.

Renee McNally



Committee Chairs

Ambassador & Membership

Bev Smith
Re/Max American Dream
bevsmith@remax.net

Events & Meeting Speakers

Andrea Kirk
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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

SARC's Third Annual Rising Above It Hot-Air Balloon Festival

Looking to have fun while also supporting a good cause? Hold September 21-22 on your calendar for SARC's Third Annual Rising Above It Hot-Air Balloon Festival.

The Balloon Glow Gala, sponsored by Harford Mutual, takes place Friday, September 21, from 7 to 11 p.m. at Maryland Golf and Country Clubs. Eight hot-air balloons will be inflated and will "glow" (weather permitting) during the evening.

Saxon's Diamond Centers is donating a specially designed ruby ring (valued at \$3,000) that will be given to the person who "purchases" the key that opens the vault in which it will be displayed that evening.

A live auction features a sports package; weeklong stays in condominiums in Florida and Myrtle Beach; a meal prepared by a local chef in the winner's home; hot-air balloon ride for two; and a his-and-hers package featuring golf and spa activities.

Tickets cost \$125 per person and must be reserved in advance by visiting www.sarc-maryland.org.

The next day, Saturday, September 22, is Family Fun Day at the Harford County Equestrian Center from 11 a.m. to 6 p.m., rain or shine.

Sponsored by Booz Allen Hamilton, Family Fun Day features a mix of activities for kids and adults including three stages with entertainment, horse rides for kids (additional fee), scavenger hunt, interactive art activities, moon bounces, face painting, Mr. Twister Balloon Man, hula hoop entertainment and more.

A hot-air balloon "hare and hound race" is scheduled to lift off at 5:30 p.m. (weather permitting). In addition, the RE/MAX hot-air balloon will be available from 3 to 5 p.m. for guests to learn more about how a hot-air balloon works, inflates and stays in the air.



Tickets for Family Fun Day cost \$5 per person (kids 5 and under are free) and may be purchased at www.sarc-maryland.org or at the gate.

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.



Board Members At Large**Andrea Kirk**

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Kim Zavrotny

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Jeannette Stancill

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Amy Verbeten

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Bev Smith

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The Pinterest Marketing Guide for Small Business

Posted by Rene LeMerle | Feb,24 2012

The interwebs has been abuzz over a “newly interesting” web based pinboard service called Pinterest.

I say it’s “newly interesting” as Pinterest is hardly new, having launched back in 2010 – but it’s definitely been generating a lot more discussion of late. And this is probably because the service has moved from being just a novel web pin-board to being a more mainstream tool which businesses are adding to their marketing arsenal.

So What Is Pinterest?

Pinterest lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes.

Best of all, you can browse pinboards created by other people. Browsing pinboards is a fun way to discover new things and get inspiration from people who share your interests.

According to the company:

Our goal is to connect everyone in the world through the ‘things’ they find interesting. We think that a favorite book, toy, or recipe can reveal a common link between two people. With millions of new pins added every week, Pinterest is connecting people all over the world based on shared tastes and interests.

So Why is Pinterest Important For Marketing Your Business?

Pinterest is growing at a phenomenal rate. Figures at the end of 2011 saw it growing faster than the likes of Facebook and Tumblr and it featuring in the top 10 social media traffic sites.

And here’s how it can benefit your business?

Branding – Other than obviously securing your social profile on Pinterest, which secures another spot on Google for your brand, it’s also a way to build your authority on a popular network. What you choose to “Pin” and share reflects on your business.

Link Building – every “Pin” and “Repin” creates a link back to the image source (which in most instances will be on your website. Every decent link counts towards your SEO efforts.

Social Referral – Many purchasing decisions, especially in the consumer space, are now driven by social referrals and recommendations. Everytime someone pins your brand or products, they’re endorsing you across their network – driving business to you!

Traffic – Pinterest is getting mind blowing traffic growth at the moment. With each Pin linking back to your websites, people are going to be discovering your products and clicking through to your business. There’s significant traffic opportunities for the right businesses on Pinterest.

Keys to Pinterest Success?

Invest the time – It’s social marketing... so it goes without saying it won’t be ROI positive overnight. You really need to invest the time (especially in the beginning setting it up) and be consistent, pinning and reviewing regularly.

Shop With a Purpose at Hope in Handbags

Harford County-based non-profits Harford Family House and SARC will host the 4th Annual Hope in Handbags Silent Purse Auction and Retail Sale on September 20-22, 2012.

[Bel Air, MD] July 3, 2012—From Thursday, September 20 through Saturday, September 22, 2012, Harford County fashionistas will have the chance to purchase new and gently-used designer handbags at a fraction of their retail cost through Hope in Handbags, a fundraiser sponsored by Harford Family House and SARC. All proceeds from the event will benefit the two area non-profits that primarily provide services to local women and children.

Hope in Handbags kicks off Thursday with a “Denims and Diamonds” preview event from 5:00 p.m. to 8:00 p.m. at the Bel Air Reckord Armory. For a donation of \$5, attendees get the first chance to purchase from hundreds of available handbags while enjoying wine tastings courtesy of Mt. Felix Winery and the vocal styling's of the Deer Creek Chorale. The kick-off event, chaired by LuAnn Bane, coincides with the town of Bel Air's monthly Ladies Night Out, and event organizers are encouraging attendees to pair jeans and “bling” for what is sure to be a fun-filled evening of shopping and friends.

On Friday, September 21, doors at the Armory will be open from 11 a.m. to 6:00 p.m. while visitors will have from 11 a.m. to 3:00 p.m. Saturday to peruse and shop from the available handbags. Last year's event featured more than 2,000 handbags, some valued at up to \$1,000 each, which were priced from \$5 and up. Popular brands such as Coach and Vera Bradley will be available as will handmade purses from Africa that benefit women's industry in that country. There will also be purses donated by local celebrities including TV personalities and politicians.

This year's event will once again feature both handbags for immediate purchase as well as 100 silent auction purses donated by sponsors and filled with goodies such as gift cards, jewelry, wine, spa products and more. All silent auction items will also feature a “Buy It Now” price for those who don't want to chance missing out on a purse they love. Finally, raffle tickets will be available all three days of the event for a Louis Vitton handbag and matching wallet valued at \$1,700 and donated by Saxon's Jewelers in Aberdeen.

New this year, Hope in Handbags is partnering with the Downtown Bel Air Alliance on two initiatives. Beginning September 1, area residents will be able to pick up a “Purseport” and by visiting and getting stamps from the nine local retailers showcased on the card will be eligible for an extra 20% discount on any Hope in Handbags purchase. Also, on Thursday, September 20 participating area bars will designate one Ladies Night Out Purse Auction drink and will donate \$1 of the purchase price to the fundraiser.

According to Harford Family House executive director Joyce Duffy, Hope in Handbags is currently actively seeking purse donations as well local businesses to sponsor this year's event. New or gently used purses can be dropped off at any of the following collection points: Curves of Bel Air, Jones Junction Toyota, Susquehanna Bank in Forest Hill, Harford Family House, the Havre de Grace Tourism & Visitor Center, Long & Foster, Rapid Refill and the YMCA at Box Hill (see website for more details).

For additional sponsorship information, to peruse six special filled purses available exclusively on the website or find out more about any of the activities, visit the event website at <http://harfordpurseauction.com>.



NON PROFIT EVENTS



Home Runs for the Homeless—August 15th

This event is Harford Family House's alternative to the traditional golf outing. Held in August, teams of 4 are able to take their turns at bat at Ripken Stadium, home of the Aberdeen IronBirds. Each team member gets 15 at-bats. The team with the longest yardage is declared the winner and gets a team trophy and bragging rights for the year. Congratulations to Frito Lay, the 2011 Home Runs for the Homeless Champion! Save the date of August 15, 2012 for the next opportunity to show off your batting skills! Teams and sponsor opportunities are available for the 2012 Home Runs for the Homeless event. Please contact Mary Barry: mbarry@harfordfamilyhouse.org for more information.

Shred It Day—August 18th

Remove all your paper clutter! We are hosting our annual Incred-a-Shred Day from 9:00 a.m. – 1:00 p.m. at our Bel Air Branch on August 18, 2012 located at 410 S. Atwood Road, Bel Air, MD 21014.

Joe the Monkey's Birthday Bash – August 18th

Please join Joe the Monkey at his Annual Birthday Bash at Point Breeze Credit Union. Joe is the lead singer in the Money Mammal band that teaches children to "Share and Save and Spend Smart Too". First 100 children receive a goody bag, available while supplies last. Point Breeze Credit Union, Bel Air Branch, 410 S. Atwood Rd. Bel Air, MD, 21014, August 18, 9 a.m.- 1 p.m. Ages: Infant- 11, 410-771-3850 ext. 282, www.pbcu.com/news.

Purse Auction—September 20th, 21st, and 22nd

A unique event to benefit Harford Family House and partner agencies. The third annual Purse Auction was held in September 2011. The fourth annual Hope in Handbags Purse Auction is scheduled for September 20, 21, and 22, 2012 at the Bel Air Armory. Sponsorship opportunities are available! Stay tuned for more details!

Do you know of a non-profit event?

Contact Amy Verbeten
averbeten@gmail.com
CPWN Newsletter Editor



Fashion Show Corner

CPWN 14th Annual Fashion Show...We are getting down to the wire, only 2 months to go, time is just flying by and October 9th will be here before we know it! Everything is falling into place nicely, and this year is going to be even better than last.

A few reminders as we quickly move along

- ◆ our raffle ticket/silent auction incentive. This will run until August 30, so be sure to get your silent auction items to the fashion show committee for your chance to have your next membership paid in full! You can contact Lisa Randlett at randlettgate@comcast.net for more information.
- ◆ Raffle tickets are available, please see Jeannette Stancill to get yours. She can be reached at Jeanette@MD-PAHomeLoans.com. We have got some great prizes!
- ◆ Program ads are available - be sure to get your form in first so you have your pick of prime space. You can access the form on our website or contact Jody Youll at jody@coffeenewsharford.com.
- ◆ Last but not least....TICKETS!!! You can purchase your tickets now, on our website www.cpwnet.org. The prices are the same as last year \$45/member \$55/guest or \$450/table of 10.

To get all your updated fashion show information,
remember to like us on Facebook at CPWNFashionShow



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.



Build your network – Pinterest has a very captive audience. You’ll be amazed at how many people will find your “pins” even without building your network. But, if you want the right people seeing your pins, actively follow the influencers in your space.

Be strategic – It’s easy to get caught up in “pinning” everything, and repining randomly. But think about what reflects best on your business and what is most likely to appeal to your audience and drive referrals and traffic.

Leverage your social sphere – Pinterest integrates really well with many other networks such as Facebook and Twitter. So you should use your social sphere to drive eyeballs to your pinterest work and make sure your efforts are generating maximum results.

Add value – Don’t fall into the traps of just “pinning” obvious self-promotion. In the social space, people are seeking conversation and convergence – not broadcasting. So “pin” things of general interest around your own stuff to build a truly captive network.

Welcome New Board Members



Bev Smith is a residential Realtor with RE/MAX American Dream specializing in Harford, Baltimore, and Cecil counties. She has been helping clients buy and sell homes for the past 8 years and loving every minute of it. Bev believes in giving everyone the BEST possible service through clear, consistent communications and fast follow-up. She’s assertive, yet nurturing, and will always go the extra mile to exceed her client’s expectations.

A lifelong resident of Harford County, Bev grew up in Aberdeen and went on to graduate Summa Cum Laude from University of Baltimore with a BS degree in Business. Bev is also a graduate of the Harford Leadership Academy’s class of 2009. Bev is a member of the Harford County Board of Realtors, Cecil County Board of Realtors, MD Association of Realtors, and the National Association of Realtors. Bev has also earned designations as an Accredited Buyer’s Representative, a Certified Distressed Property Expert, and most recently as a Senior Real Estate Specialist.

Bev and her husband, Jeff, live in Forest Hill. Bev is the proud mom of two beautiful young ladies, Kaitlyn and Emily, and an energetic 2 year old Vizsla named Tisza. In her spare time, Bev enjoys golf, exercising, gardening, cooking (hence the exercising), and spending time with family and friends.



Amy Verbeten is professional virtual assistant/owner of Mind Your Business located in Bel Air, Maryland,. Amy enjoys helping existing companies and start-up businesses succeed in today’s market by providing top-quality support for key business operations.

Amy brings 20 years experience working with business owners, executives, and staff to effectively support their administrative, accounting, marketing, and executive activities.

Over the years, Amy has overseen and successfully administered a wide spectrum of businesses. Amy brings her experience in customer relationship development, administrative support, cash management, accounts receivable, accounts payable, marketing, and executive assistance to small businesses.

Amy lives in Abingdon with her two children, Miranda 16 and Tristan 10. Amy enjoys spending time with her friends and family, reading, and enjoying the beautiful creeks and rivers in Harford County.



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

August Breakfast
Open Door Café, Bel Air
August 14, 2012

8:00 a.m. to 10:00 a.m.

Sponsor: Mary Ann Bogarty, PNC Bank

September Luncheon
Maryland Golf and Country Club
September 11, 2012

11:30 a.m. to 1:00 p.m.

Speaker: Laurie DeYoung, Radio personality

Rsvp: www.cpwnet.org

Deadline is Friday before the event at Noon.

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.

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