



# Newsletter

MAY 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  
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This Issue:  
**Business Survival in  
the Summer**



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The CPWN Newsletter  
Committee

CPWN  
PO Box 654  
Bel Air, MD 21014

## CPWN Welcomes



### Speaker: Kathleen Murphy, Maryland Bankers Association

Kathleen Murphy joined the Maryland Bankers Association in 1999 as President and CEO of the only professional association representing commercial banks and thrifts in Maryland. The mission of the Maryland Bankers Association is to make Maryland banks stronger and more successful.

With a career spanning state and national banking trade associations, Kathleen served for 13 years as Director of Community Banking for the American Bankers Association in Washington, D.C., as Director of Communications for the Ohio Bankers Association and in the Financial Card Services Division of Bank One, in Columbus.

Among many volunteer positions, Kathleen serves on the Executive Committee of the Maryland Coalition for Financial Literacy, as past president of the Maryland Government Relations Association, on the Board of Directors of the Maryland Association of CPAs, on the State Comptroller's Business Advisory Council and on the Maryland State Department of Education's Financial Literacy Advisory Council. She was elected by her peers as Chair of the 55-state Alliance of State Bankers Associations and served on the Board of Directors of the American Bankers Association in 2009-2010. She is also a former member of the National BankPAC Committee.

Kathleen earned a bachelor of arts degree from Marietta College in Marietta, Ohio, and has completed Executive Education Programs from the Darden Business School of the University of Virginia in Charlottesville. She is a 2001 graduate of Leadership Maryland and was named an Influential Marylander by The Daily Record in 2009.

An artist and avid sailor, Kathleen and her husband Mike reside in Annapolis.



### Sponsor: Pam Jeddry, Certified Nutrametrix Consultant and Make-up Artist (Beauty From Within)

Pam was born and raised in Maryland. She has lived in Harford County since 1994. In 2005 she graduated from the University of Phoenix with a Bachelor of Science degree. She raised 3 children along with her husband of 30 years and was very involved with school boards, activities and held the position of Girl & Boy Scout Leader for 17 years.

After a career in the Information Technology field for 30 years she decided to follow her passion of educating people about healthy alternatives. Along the way she fell in love with the uniqueness of the skin care and make-up line within her business. She began promoting that beauty begins from within and that a healthy body inside will reflect on the outside. She works with doctors to educate them on healthier alternatives for their patients which also produce a healthy revenue source. The make-up line she specializes in is a perfect addition with spas and salons giving the client customization to meet their needs. "It's such a reward for me if I can change one person's life at a time sharing my knowledge and helping others."

## Board of Directors

### President

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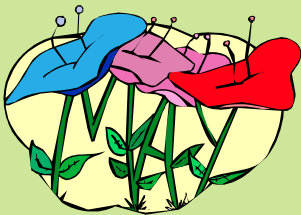
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### Immediate

### 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.

## 10 Ways To Keep Your Business Afloat

Written By: Tia Jackson

How does your business survive when sales are slow? That is the question we asked dozens of entrepreneurs. Their responses prove that there are several ways to get through challenging economic times, so don't give up on your business.

Here are 10 tactics small business owners use to keep their businesses afloat during slow seasons...

1. Cement every client relationship. Conducting one-on-one meetings with every customer to ensure complete customer satisfaction and to renegotiate temporary rates to keep the business where necessary has been a key strategic move during this season. -Ruben Estrada
2. Focus on advertising. My best tip for keeping business afloat during slow season is to focus on advertising, and actually invest and spend on advertising. In other words, take a counter-intuitive approach to advertising. Why? Because in the summer season for instance, advertising is a lot less competitive as most businesses (with the exception of travel) spend less during the summer. You can buy advertising cheaper, and you can also make your business stand out because of less competition. Consumers don't just "shut off" in the summer, and in fact most consumers are predisposed to spend more money in the summer months, which can make advertising pay off. -Mike Sprouse
3. Get active. When things are slow, I have a number of actions to take to get myself in action again. You cant rely just on online sales. I participate in craft fairs and flea markets and will often set up a sale to bring in new customers. I am also approaching stores to talk to the owners or managers about wholesaling my work. Finally, I do custom work. I have done a few pieces for people in my building and that leads to others who want jewelry made just for them. -Jacqueline Gikow
4. Recharge your business. As my company experiences slower moments, we leverage those opportunities to concentrate on ways to recharge and grow the business. So often, we are so busy serving clients that we often do not take sufficient time to organize ourselves, come up with new ideas and processes, and to shine the light on our own company. Thus, we change the emphasis at those times to truly working on our business, instead of solely in it, which recharges, educates, trains, and connects us. Further, as a marketing company, we brainstorm and work on our own marketing initiatives, as they seem to fall by the wayside in favor of our clients' marketing. -Anahid Lisa Derbabian
5. Produce more sales. This is the highest and best use of my time as without new sales the business will certainly fail. Spending two full days per week in the field with the sales team is an absolute must for the remainder of this year to ensure our revenues. Ruben Estrada, CEO of Estrada Strategies, a CEO coaching firm based in Southern California. -Ruben Estrada
6. Take your business online. We shut down the brick and mortar side of the business to preserve cash and save the business and operated solely online, leveraging top organic search placement in the search engines, in addition to paid search strategies. Everything online is trackable and measurable—there's no fat. The online marketing emphasis helped us survive, preserve cash and reach a national client base. -Toby Danylchuk

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## Committee Chairs

### **Ambassador & Membership**

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### **Events & Meeting Speakers**

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### **Meeting Sponsorships**

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**www.cpwnet.org**  
**Membership Dues: \$85**

**Meeting Sponsorships**  
**\$150 Plus door prize**

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7. Do "good" work. When things are slow in my business, I find myself taking on more pro-bono work and volunteering. It not only allows me to use my time and talents for the greater good, but it also provides a platform me to try out new ideas or tools that have been wanting to implement. I volunteer because I am passionate about the cause, but it generally leads to more business opportunities as well! -Jillian Koeneman.
8. Adapt to the season. Some seasons are slower than others but if you keep your business relevant to what's currently going on, your customers will appreciate the sentiment. Offer deals, contests, and giveaways pertaining to the holidays. Another appreciative notion your customers will take positive notice of is giving a nice 'thank you shout out' to all of your loyal supporters in your newsletter. Around the winter months remind your customers they are all priceless presents to your company. -Deborah Sweeney
9. Improve efficiency. We've always tried to make sure that we keep on improving the efficiency of our operation. When we say we make our operation more efficient, it means we try to scale well when business grows. When we first began, our focus was obviously to grow the sales / revenue. However, as we grew, we made sure that our revenue / employee ratio continued to increase instead of decrease. -Reyna Ramli
10. Manage the bottom line. Cutting out all luxury expenses and managing the numbers month-by-month to maintain profitability and positive cash flow has been the most difficult thing to do. We get comfortable justifying many expenses in our business that are not operational critical and can be either completely eliminated, differed for a future date or cut back. -Ruben Estrada

Help your business survive challenging economic times by putting the strategies above to work for you.

<http://brandmakernews.com/top-stories/7285/10-ways-to-keep-your-business-afloat.html>

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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## **Tips For Keeping Customers Engaged Over the Summer** **Written By: Penny Ashley-Lawrence, iContact Enterprise Account Manager**

Keeping your customers engaged over the summer can be a challenge. Between vacations, outdoor events, and school being out, the consumer's buying habits and attention span change. People are in front of their computers less and use mobile devices more to check email in the summer months.

So how do you keep your customers engaged during the lazy, hazy days of summer?

Make sure your emails are mobile-ready. If at all possible, create a mobile version of your email. If you do not have the resources to do this, at the very least make the font bigger and keep the call to action closer to the top and more centered (so you don't have to slide the email to the right). The same would be true with landing pages.

Try a time-of-day split test. A change in season can mean a change in your contacts' behaviors. Parents are distracted by children now that school is out, children stay up later, there are more activities outside. If you usually send at the same time, try a different time or split-test one time with another and look for a difference in engagement. There is no magical time – it depends on your audience.

Be patient. In the lazy days of summer, it may take people longer to get to your email. Studies show that it can take 2 weeks for all of your interested contacts to interact with your email. Make sure your offer is still valid or, at the very least, make sure the landing page has an offer of some kind. It may be best to avoid “today only” specials in the summer, unless this is your business model.

Do a “summer tips” email. Retailers – do you have a product that can be used more/differently in the summer (hats, lotions, shoes, equipment)? Do you have information that is more relevant in the summer (healthy tips, travel destinations, children's study tips while out of school, water safety)? Get creative and your audience will appreciate the tips.

Do a summer auto-responder series. Alternatively, set up an email calendar now and create the emails ahead of time. Schedule these emails in advance – especially if your email manager will be on vacation. An example of a “summer series” could be around deals each week, summer safety tips, motivating health tips related to the summer (skin care, pool exercises, healthy eating). Nonprofits could consider hosting a “summer challenge” fundraising goal and offer winners a prize at the end of the summer.

Express yourself. Summer is a more casual time, making it a good time to relate to your customers on a personal level. People like to feel they are buying from people, rather than companies. Take time this summer to stop selling and start building relationships. Take pictures of your staff at a company cook-out, share pictures from employee travels (this would be great on a blog or social media, too). Have a picture-caption contest – for example, use a picture of your CEO or owner doing something fun and ask your subscribers to write the caption with a small prize for the winning caption. Ask your customers what they did during the summer and ask them to post pictures to your website or Facebook page.

Get creative, find a reason to send to your list, and you'll find your audience engaged with you through the summer and into fall. Read more about the importance of summer campaigns to small businesses here.

<http://blog.icontact.com/blog/tips-for-keeping-customers-engaged-over-the-summer/>

## NON PROFIT EVENTS



### “A Taste of Cheer“ - June 8th

Beer and Wine Tasting Event

To Benefit the Aberdeen Chamber of Commerce Annual Scholarship Fund

Friday June 8th 5:30 to 8:30 pm \$35 for tasting, \$20 for non-drinkers

Location: Holiday Inn Express- Aberdeen, MD

Join us for an evening of fun as you enjoy a variety of beers and wines along with fabulous food and desserts and unusual raffle items all to benefit the Chamber's Annual Scholarship Fund. Contact : Jeanette Lucas, Director Aberdeen Chamber: 410 272 2580 for sponsorship and ticket information.

### 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.

### 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 coming up?

Contact Amy Verbeten  
averbeten@gmail.com  
CPWN Newsletter Editor



## Fashion Show Corner:

CALLING ALL MODELS...Or those who would like to be! We are in need of models for the fashion show. If you would be interested in helping us out, please contact Marilyn Eben at marilyneben@comcast.net . Marilyn is also looking for people to assist her on the fashions committee, if you would be interested, just let her know.

This month, raffle tickets will be available! We have some great prizes this year! Our grand prize will be a \$1500 Harford County Shopping Spree, 2nd prize will be a dinner for 6 at The Rumor Mill Fusion Bar & Restaurant in Historic Ellicott City and 3rd prize is a beautiful Lagos cuff bracelet donated by Smyth valued at \$350! The tickets will be available at our June meeting, so make sure you buy yours & get some to sell!

If you have any questions about the fashion show, please contact:  
Kim Zavrotny at 410-343-3000  
or [monkton@evansfuneralchapel.com](mailto:monkton@evansfuneralchapel.com)!  
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](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.





Chesapeake Professional Women's Network, Inc.  
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## 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

**June Luncheon**  
**Maryland Golf and Country Club**

**June 12 2012**

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

Speaker: Kathleen Murphy, MD Bankers Association

Sponsor: Pam Jeddry

**June Networking Happy Hour**

**The Dark Horse Saloon**

**June 20, 2012**

5:30 p.m. to 7:30 p.m.

**July Luncheon**

**La Banque de Fleuve, Havre de Grace**

**July 10, 2012**

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

Speaker: Angie Barnett, Better Business Bureau

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

Deadline is Friday before the event at Noon.

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