



Newsletter

SEPTEMBER 2012

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

CPWN Welcomes

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

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This Issue:
Sales Technique



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Network

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Editor
The CPWN Newsletter
Committee

CPWN
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Bel Air, MD 21014



Speaker : Laurie DeYoung of WPOC

Laurie DeYoung has been the voice of WPOC's morning show since 1985. She often gets asked if she's always been on a country station and the answer is no. WPOC is the only country station she's ever hosted a show on. There were several other stations before she landed in Baltimore, in fact WPOC is her ninth.

Her career started in Michigan where she worked at stations in Detroit, Fremont (home of Gerber Baby Foods) and Grand Rapids. Laurie then took a job at KBST in San Diego because, "who wouldn't leave Michigan for sunny southern California?" Her final stop to-date is WPOC in Baltimore.

Laurie has been nominated for broadcast awards from many organizations thru-out her career including R&R, Billboard and the Country Music Association. In 1994 she won the CMA's large market radio personality award. In 1995 the CMA added major markets to their list and Laurie has been nominated many times for that as well. In 2010 she was inducted into the Country Music DJ Hall of Fame in Nashville.



Sponsor: Debi Williams, Vice President Business & Professional Banking M & T Bank

A member of CPWN for nearly 15 years, Debi Williams is a familiar face to numerous civic and community organizations throughout Harford County. A Vice-President in the Business & Professional Banking Division, Debi works to support business growth and is a member of the prestigious M & T Bank Hall of Fame and was recently inducted to the SBA Hall of Fame. Established in 1856, M&T Bank is one of the country's most highly regarded banks. With current assets of \$79 billion M & T is one of the 20 largest commercial bank holding companies headquartered in the U.S. Customers are able to bank at more than 780 branches throughout

New York, Maryland, Pennsylvania, Washington, D.C., Virginia, West Virginia, New Jersey, Florida, and Delaware, and have access to an ATM network of more than 2,000 locations.

Financial strength and an entrepreneurial philosophy, makes it possible for M & T to pursue a course of well-managed growth. M & T Bank has been profitable for 142 consecutive quarters - 35 straight years. More than 20% of M & T stock is owned by Bank employees, executives and directors. \$3,655 invested in M & T Bank in 1980 would be worth \$1 million dollars today. We've built our business on a tradition of reliability and responsiveness to our customers' needs. This has resulted in numerous awards including 14 Awards for Small Business Banking Excellence and being named the #6 SBA Lender in the nation, evidence of M & T's unwavering commitment to small business.

M & T has long operated as a community bank, believing that the vitality of the community is crucial to continued success. The M&T Charitable Foundation has made over \$142 million in contributions over the past ten years, including over \$17.4 million to 4,100 NFP organizations in 2011.

You'll find M&T Bank to be a reliable bank that's strong and stable, a local bank that's committed to the communities we serve, an accessible bank that's close and convenient, and a responsive bank that cares about what's important to you, your family and your business.

Board of Directors

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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.

President's Message



Happy September! School is back in session and Networking Season is on its way! If you notice, you will see that September is always packed with networking events sponsored by all our Harford County organizations. It's time to get geared up, re-focus on your business, and move forward! It's a great time to meet new people and reconnect with those you haven't seen in a while. Ever wonder what kind of networker you are? I found this great little quiz at <http://www.businessknowhow.com/marketing/networker.htm> so check it out.

Do you have any great networking tips? Email them to me at renee@hrsolutionsllc.com and I'll share them during our September meeting!

We have a great event this month at Maryland Golf and Country Club and September always brings in a big CPWN crowd! Our speaker is Lori DeYoung and there's a lot of excitement building around her visit with us, so you don't want to miss out. It's a luncheon that starts at 11:30 and you can register online at www.cpwnet.org.

Also, don't forget the Fashion Show is almost upon us. Event tickets are available now on the website and you can buy raffle tickets from any board member or Fashion Show Committee member. October 9th should be a fun evening and another great opportunity to network!

Ever wonder how you can get more involved in CPWN? Join a committee! Both the newsletter committee and website committee are seeking members. It's a lot of fun and you get to build great relationships at the same time. Please contact Amy Verbeten for the newsletter at averbeten@gmail.com and Kathy Walsh for the website at kwalsh@jigsawmarketing.com.

That is all for now. Hope to see you all on September 11th!

Renee McNally

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

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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

Shopping in New York with CPWN and Friends

Friday Dec 7 at 7:00am from the Clarion Hotel in Aberdeen with a scheduled return by 11:00pm. \$55.00 per person cash or check is due by 30 September.

Contact All About Travel for payment and further information.

All-about-travel@comcast.net

410-838-9472

Make sure to mention you are with CPWN when you register



SARC'S THIRD ANNUAL RISING ABOVE IT HOT-AIR BALLOON FESTIVAL September 21-22

Looking for a great networking event that benefits a good cause? Want to see illuminated hot-air balloons glow (weather permitting) while enjoying a delicious dinner, open bar, great band and auction? How about an opportunity to win a ruby ring? Sign up today for the Balloon Glow Gala on Friday, September 21, from 7 to 11 p.m. at Maryland Golf & Country Clubs. Tickets cost \$125 per person and may be purchased by visiting www.sarc-maryland.org.

Get your kids, grandkids, nieces and nephews ready for Family Fun Day on Saturday, September 22, from 11 a.m. to 6 p.m. at the Harford County Equestrian Center. Just \$5 per person (kids 5 and under are free) entitles you to a full day of activities and entertainment culminating in a hot-air balloon "hare and hound" race (weather permitting). Secure your tickets in advance at www.sarc-maryland.org or purchase them at the gate on September 22.

Both events support SARC, a nonprofit that provides hope and resources to victims of domestic violence, sexual violence, child abuse and stalking.



Board Members At Large

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Sponsorship Available for November Business Card Exchange

CPWN has an opening for November 2012 Networking Event
This is a great opportunity to gain extra exposure for your business

If you are interested please contact Carolyn Evans

cevans321@aol.com

CPWN Sponsorship Guidelines

- ◆ Sponsorships cost \$150 and includes 1 event registration (please do not register for the event, as your 1 event registration is done automatically)
- ◆ You need to provide a door prize.
- ◆ You have exclusive use of table tops to put marketing material, promotional items, etc. Please arrive early to distribute the material.
- ◆ You have 5 minutes to speak/present. Please do not go over this time limit.
- ◆ Sponsors are featured in CPWN's newsletter. Please provide us with 250-300 words about your company. Someone from the newsletter committee will contact you the month prior to the event.



Welcome Back Board Member



Patty Desiderio, owner of Patty's Promotions in Forest Hill is a promotional products distributor. She celebrated 10 years in business this year. The business is certified WBE, MBE pending. In the past, Patty received Top 100 MBE for Mid-Atlantic region twice and WBE Partnership Award.

Originally from New York, Patty has lived in Harford County 11 years and in the state of Maryland for over 25 years.

Patty joined CPWN on March 1, 2004. That same year she joined the fashion show committee. She worked on the committee for 8 years and chaired the fundraiser for two years. Patty had served on the board for six years before leaving as a member at large and Secretary.

Personal loss of her spouse in February 2011, Patty has stayed in the background to heal and has now re-surfaced and looking forward to participating in the organization once again.

Dr. Seuss's Selling Technique

Most people have read the Dr. Seuss tale "Green Eggs & Ham", either as kids or to their children. What is interesting is the relevance this story has to selling. Learn the secrets of Dr. Seuss's selling technique and build your sales.

"I am Sam. Sam I am. Do you like green eggs and ham? Would you like them here or there? Would you like them in a box, would you like them with a fox?"

3-Step Selling Technique From Dr. Seuss

1. Sam is selling a product and although his prospect is not initially interested, Sam doesn't let that deter him from asking.
2. Sam consistently offers the prospect a choice when trying to close the sale.
3. He refuses to give up. No matter how many times his prospect says "no", Sam keeps offering alternatives. He offers fourteen options before finally closing the sale.

I am not suggesting that you pester your customers but most people give up too early in the sales process. We hear a few "no's" and decide to turn our attention elsewhere. It is your responsibility as a business owner to ask the customer to make a decision - you cannot expect a customer to do the work for you.

If you have been effective in learning about their specific needs and presented the appropriate solution to your prospect then you have earned the right to ask them for the sale. Here are a few selling techniques that will help you reach this point:

Tell Me More: Avoid launching into a lengthy discussion of what you can do for your client until you thoroughly understand what business challenges they face. Use open questioning to gather this information and avoid jumping to conclusions too quickly. Listen carefully to what they say and clarify anything that is not clear. Ask them to elaborate by using prompts such as "uh-huh," "tell me more," and "what else?"

Many Options: When it comes time to present your product or service, try not to limit the prospect to one option. Provide a choice of solutions that meet their specific concerns. Explain the benefits of each option, and when necessary, discuss the drawbacks of each alternative. Do not present so many options that the decision becomes overwhelming. Be prepared to tell your prospect which option best suits their needs if they ask.

Speak Easy: Speak in terms they can understand, avoiding the use of terminology they may not recognize. Case in point; as I developed my web site, I found myself talking to people who were extremely knowledgeable but they used terminology that sounded like a foreign language to me. I found myself getting frustrated, and in some cases feeling a bit dumb, because I had to keep asking them what they meant. Be very cautious how much jargon you use in your presentations and make sure your customer understands what you are saying.

Objections Are Common: Recognize that objections are a natural component of the sales process. It's common for a customer to express several objections before they make the decision to commit to the purchase. Don't take these objections personally and do not assume that it means the other person is not interested. Understand that your prospect will likely have specific concerns about making a decision.

Dig Deep: Clarify their objections to uncover the true hesitation - do not hesitate to probe deeper to explore the real issues preventing them from making a decision. In most cases, your prospect will give you the information you need providing you keep your approach non-confrontational and neutral. Learn to handle objections in a non-argumentative manner. When you uncover their true objection keep your response brief and to the point. Talking too much will seem that you are trying to justify your product or price. Plus, you can sometimes talk yourself out a sale if you aren't careful.

Ask: Ask for the sale. As long as you do not pressure them into making a decision, they won't be offended by your request. Develop the confidence to ask for the sale in a variety of ways and begin asking every qualified person for their commitment. Recognize that many people want to be given permission to make a decision and look to the salesperson for that permission.

Use Polite Persistence: Take a lesson from Sam and learn the importance of polite persistence. The most successful sales people ask for the sale seven or eight times and don't give up at the first sign of resistance. Research has shown that these individuals consistently earn more than their coworkers and peers.

Use these selling techniques and you are sure to win like Sam I Am.

Hope in Handbags Purse Auction Still Seeking Donations, New Details on “Purseport” and Ladies Night Out Specials

Harford Family House and SARC announced additional details regarding their upcoming Hope in Handbags fundraiser to benefit both organizations, scheduled for Thursday, September 20 through Saturday, September 22, 2012 at the Bel Air Armory.

Beginning September 1, area residents will be able to pick up a “Purseport” and by visiting and getting stamps from the local retailers showcased on the card will be eligible for an extra 20% discount on any Hope in Handbags retail purchase. Just announced, participating stores include EmbroidMe, K&B Bridal & Event Planning, B. Fabulous, The Pink Silhouette, Mesanas Salon, Charm City Run, Bearly Used, White House Trading Co., LaChic Salon & Spa, Saxon’s Diamond Centers, Tiger Lily, Tiny Toes, and Lavalier.

Also, on Thursday, September 20th, from 5-10 pm, area restaurants will designate one Ladies Night Out Purse Auction drink and will donate \$1 of the purchase price to the fundraiser. Participating establishments include Dark Horse Saloon, Looney’s Pub, MaGerk’s and Sean Bolans.

Additionally, according to Harford Family House Executive Director Joyce Duffy, several new sponsors have signed on to the event, including APGFCU, Progressive Radiology, Harford Artist Gallery, Rapid Refill and Key Title and Evan’s Funeral Chapel.

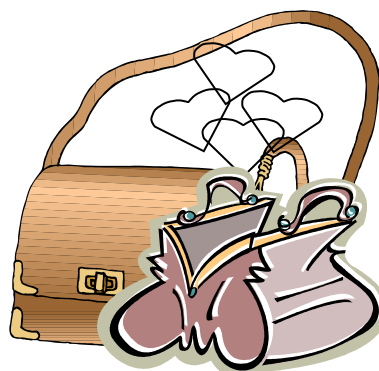
Finally, event organizers are still in need of purse donations. Drop-off points for new or gently used handbags include the Arena Club, Curves of Bel Air, the Havre de Grace Tourism & Visitor Center, Jones Junction, La Chic Hair Salon, Long & Foster, Old Navy at Harford Mall, Rapid Refill, Slavic Bank, the YMCA at Box Hill, Jiffy Lube in Elkton and any Harford County branch of Freedom Federal Credit Union.

Last year’s event featured more than 2,000 handbags, valued at up to \$1,000 each and priced from \$5 and up. 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 gently used Louis Vuitton handbag and matching wallet valued at \$1,700 and a second raffle for a stainless steel Michele watch, valued at \$1,465, both donated by Saxon’s Jewelers in Aberdeen. In both cases the raffle tickets are \$10 each and can be purchased on-line at the website and at the event.

For additional information or to peruse six special filled purses available exclusively on the website, visit www.hopeinhandbags.com.

Hope in Handbags Schedule of Events

(Listed on Page 7 of this CPWN Newsletter)



NON PROFIT EVENTS

Hope in Handbags Schedule of Events:

- ◆ September 1 – 20 – Purseport program runs
- ◆ September 20 - “Denims and Diamonds” preview event with Honorary Chairperson Lou Ann Bane 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, samples of cake by Let’s Roll Cake and the vocal stylings of the Deer Creek Chorale.
- ◆ September 20 – Ladies Night Out – portion of proceeds from drink specials at participating restaurants go to Hope in Handbags
- ◆ September 21 – shopping is open from 11 a.m. to 6:00 p.m. at the Armory
- ◆ September 22 – shopping is open from 11 a.m. to 3:00 p.m. at the Armory, auction closes at 2:30pm.

September 21 SARC’S THIRD ANNUAL RISING ABOVE IT HOT-AIR BALLOON FESTIVAL

Sign up today for the Balloon Glow Gala on Friday, September 21, from 7 to 11 p.m. at Maryland Golf & Country Clubs. Tickets cost \$125 per person and may be purchased by visiting www.sarc-maryland.org.

September 22 FAMILY FUN DAY

11 a.m. to 6 p.m. at the Harford County Equestrian Center. Just \$5 per person (kids 5 and under are free) entitles you to a full day of activities and entertainment culminating in a hot-air balloon “hare and hound” race (weather permitting). Secure your tickets in advance at www.sarc-maryland.org or purchase them at the gate.

Do you know of a non-profit event?

Contact Amy Verbeten
averbeten@gmail.com
CPWN Newsletter Editor

Fashion Show Corner

There is only one month left before the fashion show, can you believe it! I know I can't. This year has flown by, once again, so you need to act now if you would like to help us help other women.

Program ads are still available until the 15th. The form is on the website. There are still some prime spots left, so don't wait, let us know where your ad should be! For more information contact Jody Youll at jody@coffeenewsharford.com

Silent auction items are still being accepted, and are needed! Please let us know if you can help us out with an item, a service, or even cash. If you need someone to pick up the donation, we will be glad to. If you need assistance, please contact Lisa Randlett at randlettgate@comcast.net.

Last but not least, TICKETS!!! You can purchase your tickets now on the CPWN website. The price is the same as last year, \$45/members or \$55 guests or \$450/table of ten. Be sure to purchase your tickets early because we can sell out!

For any other information, you may contact Kim Zavrotny at 410-343-3000 or monk-ton@evansfuneralchapel.com

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.





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

**September Luncheon
September 11, 2012**

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

Speaker: Laurie DeYoung, Radio personality

Sponsor:

October Fashion Show

Richlin Ballroom

October 9, 2012

5:30 p.m. to 8:00 p.m.

Rsvp: www.cpwnet.org

Deadline is Friday before the event at Noon.

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