



Newsletter

MARCH 2013

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

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



March Speaker - Gerry Sandusky, The Sandusky Group



A TV & radio broadcaster for more than two decades, Gerry has worked as a sportscaster in both Miami and Baltimore. He is also the radio play-by-play voice of the NFL's Baltimore Ravens. He has covered events ranging from the Super Bowl to Major League All-Star game and he has interviewed stars and celebrities ranging from Michael Jordan to former President Ronald Reagan.

Gerry is a two-time Emmy and Edward R. Murrow award winner. Gerry founded The Sandusky Group nearly a decade ago. He understands first-hand how the power of first-rate presentation, media, and communication skills translate to a company's overall success.

Gerry Sandusky is a graduate of Towson University.

Married, with two children, Gerry remains mystified why his parents chose to spell his first name with a "G" and shackled him to a lifetime of misspellings.

March Sponsor - Vicki Franz, publisher of MD ARRIVE and I95 BUSINESS



Vicki is launching a new type of event to help high school students learn about college majors and how they relate to a career, while learning how to build their own network for future internships and grow in self confidence.

Teens need many tools to be successful as young adults in college and it all begins with conversations about choosing the right school and major. Before they can even drive a car, teens are dealing with the stress of needing to know what they want to be when they grow up. Will our children be more successful if they have a better understanding of what types of degrees lead to successful careers? The goal of this event is to help our high school students become more prepared for the college experience, learn confidence and communication skills, hear about actual jobs, and the importance of building a network. Parents who attend are willing to share their own college and work experiences, engage with kids to illustrate conversational skills, model successful networking skills, and connect with students for future internships or jobs. We

can start the conversation.

We've diddled with our initial strategy. What we've come up with is a fun, fast-paced event, mixing boys and girls together, moms and dads together, to allow for a wider array of jobs represented and attendees. We have also dropped our ticket price and scaled back our initial launch to a single event this spring, with plans to host again in the fall.

Please share this information with your friends and on social network: Parents Mentoring Children, Harford County, April 23, 6-9pm, Maryland Golf & Country Club. Sponsored by UCH and Dept. of Community Services

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CPWN's Upcoming Networking Events

March 12, 2013 -Luncheon 11:30am - 1:30pm

Location: Richlin Ballroom, Edgewood

Speaker: Gerry Sandusky, with tips for marketing your business.

Sponsor: Vicki Franz, I95 Business Magazine

March 19, 2013 Business Card Exchange 5:30pm-7:30pm

Location: Magerks Restaurant, Bel Air

Sponsor: Cosmetic Surgery Center of Maryland

For more information see the flyer on page 4 of this newsletter.

April 9, 2013 - Breakfast 8am-10am

Location: Magerks Restaurant, Bel Air.

Speaker: Tom Sadowski , Economic Development

Sponsor: Monica Worrell, Advanced Eye Care

May 14, 2013 - Luncheon 11:30am-1:30pm

Location: Richlin Ballroom.

Speaker: Lisa Salters; ESPN Monday night football reporter

Sponsor: Jennifer Lewis, Sassy Scents

Event Registrations Close on the Friday before the event at noon.

Cancellation Policy: Please remember it is CPWN policy that change to an event registration must be made **NO LATER THAN** the Friday before an event. If you do not notify CPWN by this date, you will be responsible for the full registration fee.



Board Members At Large

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Mind Your Business
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Bev Smith

Re/Max American Dream
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Win a \$50 Visa Gift Card

CPWN members have an opportunity to be entered into a drawing to win a \$50 visa gift card!

How to enter:

- ◆ Bring a guest and your name will be entered into our prize jar ONE entry for every guest you bring with you to any CPWN event during January, February, and March.
- ◆ When your "guest" joins CPWN (prior to our April meeting) your name will be entered THREE more times to win!
- ◆ The drawing will be held at our meeting on April 9, 2013.

Win-Win for You and Your Guest:

Any guest that attends a CPWN event and signs up before the next meeting will receive \$10 off their membership dues for the year.

It's a great time to join CPWN!
For more information Contact Bev Smith:
BevSmith@remax.net / 410-459-4483.



Networking Quotes

The way of the world is meeting people through other people. -*Robert Kerrigan*

It isn't just what you know, and it isn't just who you know. It's actually who you know, who knows you, and what you do for a living. - *Bob Burg*

More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject. -*Peter Drucker*

Informal conversation is probably the oldest mechanism by which opinions on products and brands are developed, expressed, and spread. -*Johan Arndt*

It's all about people. It's about networking and being nice to people and not burning any bridges.- *Mike Davidson*

Position yourself as a center of influence - the one who knows the movers and shakers. People will respond to that, and you'll soon become what you project. - *Bob Burg*

The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own.- *Bob Burg*

In the earliest days, this was a project I worked on with great passion because I wanted to solve the Defense Department's problem: it did not want proprietary networking and it didn't want to be confined to a single network technology. -*Vinton Cerf*



is proud to sponsor the
**CPWN Membership
Happy Hour**

Join us!

Tuesday, March 19th

5:30-7:30 pm

MaGerk's Pub

(120 South Bond St., Bel Air, MD 21014)

**Complimentary Bar
and Hors d'oeuvres**

We will introduce you to our exclusive
PLATINUM CARD program:

- Receive discounts and special savings
- Meet and ask questions with our doctors and staff
- Receive a bonus beauty gift package and more!

To register for this event go to
www.cpwnet.org

We look forward to meeting you!



Board Certified Surgeons Dr. Kelly Geoghan, Dr. Larry Lickstein,
Dr. Michael Cohen, Dr. Karen Boyle and Dr. Patrick Byrne

Cosmetic Surgery Center of Maryland and Medspa | 410.296.0414 | www.cscmd.com

Non Profit Events

March 8, 2013 ATHENA Award/ Womens' Leadership Breakfast at Richlin is being handled by Rod Bourn at Harford Community College 443-412-2173

March 9, 2013 - SARC's Annual Bull and Oyster Roast at Jarrettsville Gardens. Food, beer, music, raffles, silent auction, big 6 wheel, pull boards, and lots of fun! Tickets are \$50 each; tables of 10 are discounted to \$450 through February 9th! Hurry and get your tickets since this event usually sells out! So hurry and get your tickets today at www.sarc-maryland.org or call 410-836-8431!

March 10, 2013 - Wine Tasting to Support Family and Children's Services from 2:00 PM until 5:00 pm at the Vandiver Inn, Havre de Grace. Tickets are only \$55 per person. If you are unable to join us, please visit the web-site to learn more about the Agency's mission and work, I am confident you will be impressed: <http://www.fcsmd.org>.

March 14, 2013 - Stiletto Dinner Fashion Show, Maryland Golf and Country Club, \$125 per ticket, supports The Homecoming Project, Inc. 410-399-2904

March 15, 2013 - Rotary Club of Bel Air's Annual St. Patrick's Day Party, the Armory, Main Street, Bel Air, 7:00pm - 11:00 pm, proceeds benefit the Homeless, scholarships, dictionary project and other charitable works.

March 23, 2013 - After d'Arc Gala, 7:00 to Midnight, Maryland Golf and Country Club, cost \$130 per ticket to support The Arc Northern Chesapeake Region. www.arcncr.org

April 2, 2013 Zumba Thon 7-8:30pm BelAir Armory. The funds raised will be donated to individuals with disabilities for the iCan Shine's iCan Bike program. Bring your family and friends to support this cause. Guest Instructor Gina Nuñez will be rocking the house with her amazing moves! The cost is \$5. Please call 410-322-5117 for more information

April 5, 2013 - A Little Bit Country... A Little Bit Rock & Roll: 7:00pm-11:00pm at Jarrettsville Gardens for a Rockin' Good Time in the Country. Dress up as your favorite Country or Rock & Roll Star and join us for a fine night of food, dancing, silent auctions, raffle and lots more. Prizes will be awarded for the best costumes. Tickets are \$50 or a table of 10 for \$475. Sponsorships are also available. Contact us for more details or use your credit card or paypal account to purchase tickets or sponsorships today! <http://www.harfordfamilyhouse.org/springfling/>



15th Annual Fashion Show Sponsorship Opportunities

Tuesday, October 8, 2013

Diamond Sponsor - only one available \$2,000

Full page ad back of program, 10 tickets to fashion show, 4 power point slides to advertise business at fashion show, and Logo on all flyers, website, publicity and announcements, Table at event, Podium time 3 min

Platinum Sponsor \$1,500

Full page ad in program, 10 tickets to fashion show, 4 power point slides to advertise business at fashion show, and your Logo on all flyers, website, publicity and announcements

Gold Sponsor \$1000

Full page ad in program, 4 tickets to fashion show, 3 power point slides to advertise business at fashion show, Logo on all flyers, website, publicity and announcements

Silver Sponsor \$500

Half page ad in program, 2 tickets to fashion show, 1 power point slides, and Logo on all flyers, website, publicity and announcements

Bronze Sponsor \$250

Business card ad in program, 1 tickets to fashion show, 1 power point slides to advertise business at fashion show, and Logo on all flyers, website, publicity and announcements

Raffle ticket Sponsor - only one available \$500

Ad on back of 5000 raffle tickets (your design)

Favor Sponsor - only one available \$500

Favors to be handed out at the fashion show

Centerpiece Sponsor – only one available \$500

Centerpieces will be placed on all tables

To purchase a sponsorship please email Jody Youll at jody@coffeenewsharford.com and indicate which level you will purchase. A confirmation of your purchase with payment instructions will be sent. Limited sponsorships will be granted on a first come first served basis. Sponsorships are not limited to CPWN members so please share this with other business owners. Only available until April 30th!

Committee Chairs

Ambassador & Membership

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

Events & Meeting Speakers

Andrea Kirk
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Meeting Sponsorships

Carolyn W. Evans
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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

Fashion Show Corner:

Don't miss the next committee meeting, Thursday March 14th at 4:00pm at the Richlin Ballroom in Edgewood.

We are seeking community-involved businesses to help make our event successful by providing a donated item or cash to purchase items for our Silent Auction, a door prize item or a cash or check donation of any value. Historically, our event has been attended by over 250 women that live, work and shop in Harford County. This is a fantastic way to market your business while also making a contribution to a good cause. All donors will be recognized in our program as well as on our Silent Auction tables.

During this difficult economy, it is tempting to set aside yet one more request. However, we are asking you to lend a hand through a donation, not only because it is the charitable thing to do, but also because it will help organizations in our area that are desperately in need funding due to decreased grant funding and budget cuts.

Should you have any questions please feel free to contact our Silent Auction Committee Chairperson, Peggy Meyers at 410-515-1065 or peggymeyers@comcast.net or Jeannette Stancill at 443-243-7606 or Jeannette@MD-PAHomeLoans.com.

2013 CPWN Sponsorship Guidelines

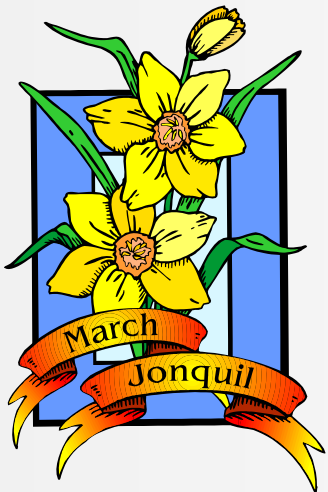
- ◆ Must be a member in good standing (annual dues paid, no outstanding invoices).
- ◆ Your sponsorship may be used to promote the business that employs you, or that you own (in whole or in part).
- ◆ Sponsorships fee is \$150 (unless designated a special event) and includes 1 event registration (***please do not register for the event***, as your 1 event registration is done automatically).
- ◆ Sponsorship fee is to be paid in advance of the sponsored event.
- ◆ 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.
- ◆ All sponsorships are subject to approval of the Board of Directors of CPWN.
- ◆ Sponsorship guidelines are subject to change by the Board of Directors of CPWN.
- ◆ Sponsorships are offered on a first come-first served basis.

Contact: Carolyn Evans, cevans321@aol.com, to arrange your sponsorship.



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.



Opportunity for Proposal Open

CPWN is accepting proposals for:

Website Development

If you would like to submit a quote for this opportunity, please contact Renee McNally by email renee@hrsolutionsllc.com



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