

**Newsletter
December 2014**



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

Publisher
The Chesapeake
Professional Women's
Network

Editor
The CPWN Newsletter
Committee

CPWN
P.O. Box 654
Bel Air, MD 21014
www.cpwnet.org



CPWN
Holiday Party

When: Tuesday, December 9

Where: VanDiver Inn, 301 S Union Ave. HDG

What: Enjoy the beautifully decorated interior of Vandiver Inn at CPWN's Annual Holiday Party. Donations awarded from proceeds of Fashion Show.

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Heavy Hor 'Deourves (including carving stations, salad and mini desserts), beer, wine, coffee, and soda

Sponsored by Janis McGuire of PrimeLending

Members: \$30/Nonmembers: \$40





**December's Sponsor:
Janis McGuire, PrimeLending**



Janis McGuire is a residential mortgage banker with PrimeLending. She began her career in the real estate industry as a real estate agent in 1988 and made the move to mortgage banking in 1992 with American National Savings Bank. In 1995 she joined MNC Mortgage, formerly Maryland National Mortgage, which became First Horizon Home Loans and then MetLife Home Loans in September 2008. In 2012 MetLife chose to leave the mortgage industry and she relocated to PrimeLending.

Janis prides herself on relationship building with realtors and her referral partners as well as with her past clients. She believes her experience as a realtor gives her an insight into what they need to do their job and strives to be a real partner with them in their transactions. Her goal is to find the correct financing fit for every borrower for a purchase or refinance.

A Baltimore native she moved with her family to Florida where she graduated from Hialeah High School. She met her husband on a family visit and returned to Maryland. She has a BS in Finance from Towson University, is an active member of the Harford County Chapter of the Women's Council of Realtors and a member of the Harford County Association of Realtors where she has served on various committees. She is the proud mom of two very remarkable young women, outstanding grandmother to 20 month old Jake and best human friend to Millie, the labradoodle and Dutch, Gipper and Rudy, the cats.





CPWN's

Calendar of Networking Events

December 5, 2104

Annual CPWN Bus Trip to New York

Members: \$55/Nonmembers: \$55

Directions:

Leave Route 152 Park N Ride (I-95, South Side) Fallston at 7:00 a.m. to Times Square.

Depart Times Square at 7:00 p.m., returning to Fallston at approximately 11:00 p.m.

December 9, 2014

Holiday Party

Location: VanDiver Inn, 301 S Union Ave., HDG

Sponsor: Janis McGuire

Members: \$30/Nonmembers: \$40

Enjoy the beautifully decorated interior of Vandiver Inn at CPWN's Annual Holiday Party

Heavy Hor 'Deourves (including carving stations, salad and mini desserts), beer, wine, coffee, and soda



January 13, 2015

CPWN Networking Event—11:30-1:30

Location: Maryland Golf & Country Club, 1335 East MacPhail Rd, Bel Air

Sponsor: Meggin M'Gonigle-Reeder

Speaker: Lynne Leidy, Intero Advisory "Using Social Media to Promote Your Business"

Members: \$25 / Nonmembers: \$40 / Walk-Ins: \$50 (subject to availability)

Event Registrations Close on the Friday before the event at 4:00 PM.

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.

CPWN Annual Bus Trip



December 5, 2014

Join CPWN for the Annual Bus Trip to New York!

Cost: \$55 for members and guests

Directions:

**Leave Route 152 Park N Ride (I-95, South Side)
Fallston at 7:00 a.m. to Times Square.**

**Depart Times Square at 7:00 p.m., returning to
Fallston at approximately 11:00 p.m.**

Register now at cpwnet.org



CPWN is growing every month! Please take a moment to meet our newest member!

Monica Burk

Employer: Trellis Designs
Position: Owner/Designer

Katie Rash

Employer: Long & Foster Real Estate, Inc.
Position: Realtor

Items for Member News can be submitted by the 15th of each month to Carolyn Evans at: cevans321@aol.com

Congratulations to Mary Ann Bogarty for being named a Next Leader in Banking by the Maryland Bankers Association and the Warren Group. Mary Ann received her award on November 5, 2014 during the BankNext awards luncheon. She was recognized for her work with Harford Bank, as one of ten recipients of the award. Next Leaders is an annual award, that recognizes banking leaders of today; the up-and-coming professionals and the banking executives for the next generation in the Maryland Banking industry.



In order to continue holding our top-notch events, CPWN will be raising the cost of our organization's dues and fees starting next year.

As of January 1, 2015:

Yearly Membership Fee will be \$95.00

Day Of/Walk In Registrations will be an additional \$10.00 on the event fee.

Walk in registration will be subject to availability.

Guests will pay \$15.00 more than members for all events.

Thank you in advance for your continued support of CPWN.



Patty's Corner

Happenings In and Around CPWN

Dear CPWN Members:

As promised, this month's topic is NETWORKING!!!

Networking is a cost effective way to obtain new clients and grow your business. The first thing you need to do is schedule at least three to four networking events per month. Second, is getting out of your comfort zone. When attending a networking event, always sit with individuals you have never met before. It forces you to mingle, meet someone new, and connect with potential new clients.

Here are some tips:

Bring plenty of business cards. Keep them handy - wear a blazer or pants with pockets. Put your cards in your right pocket. When you obtain the other person's card put it in your left pocket. It is very distracting to dig in your purse for your cards and it makes you look unorganized. Follow up about a week later with a postcard or an E Mail to keep your name in front of the new contact.

Eye contact is critical. You know how you feel when someone is talking to you and looking around. Don't look past the person. And don't forget the 3-minute rule (don't be too long winded). After that you lose the other person's attention!

Your name tag is your best friend. It introduces you to everyone. We usually shake with our right hand, so put your name tag on the left so it is visible.

Last but not least - and certainly very important - **Dress for Success.** Image is everything! You are on stage with networking. The first 30 seconds someone sees you are very important and you want to make a great impression.

Networking does work! You can meet 90% of your clients this way! It is essential to your business! Your business success could depend on it!

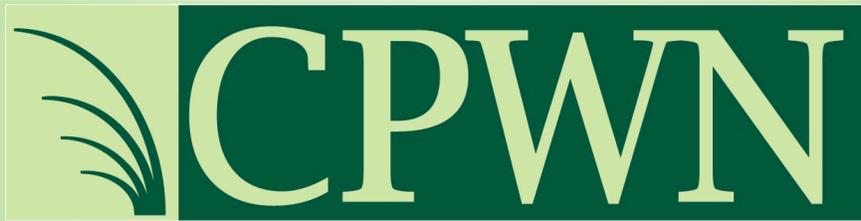
The Board of Directors of CPWN would like to wish our members a Happy Holiday Season! And a healthy, happy New Year!

Sincerely,

Patty Desiderio

P.S. Next month's topic – Social Media Marketing





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

Wanted: *Committee Members*

Committees you can join

Fashion Show Committee

jeannette@md-pahomeloans.com

Newsletter Committee

bhendrix@harfordcountymd.gov

Website/Social Media Committee

rebecca.larson@pnc.com

Membership Committee

beverleybsmith@aol.com

Benefits to joining a committee

Stronger relationships

Further the organization

Build your business

You choose the time commitment

*Make the most of
your
networking!*

CPWN is run exclusively by volunteers. All board members have served as committee members. All committee members are volunteers who plan and carry out all events, newsletters, etc...

www.cpwnet.org

Questions? Contact Carolyn Evans at: cevans321@aol.com

Board and Committee Directory

Board of Directors

President

Carolyn W. Evans, Esquire
Sengstacke & Evans, LLC
cevens321@aol.com

Vice President

Patty Desiderio
Patty's Promotions
pattygiftbaskets@comcast.net

Treasurer

Melissa Harbold, CFP®
Merrill Lynch
melissa_harbold@ml.com

Secretary

Wendy Lee
Susquehanna Spine & Rehab
wendy@susquespine.com

Immediate Past President

Renee McNally
Leadership Matters!
renee@leadershipmatter.guru

Board Members At Large

Mary Ann Bogarty

Harford Bank
mabogarty@harfordbank.com

Kim Zavrotny

McComas Funeral Home
kzavrotny@mccomasfuneralhome.com

Jeannette Stancill

Alliance Mortgage Funding
Jeannette@md-pahomeloans.com

Kelly Bedsaul

Weyrich, Cronin & Sorra, Chartered
KellyB@wscpa.com

Bev Smith

The Lee Tessier Team,
Keller Williams American Premier Realty
Beverlybsmith@aol.com

Carla Sparrow

Havre de Grace Housing Authority
sparrowcarla@gmail.com

Barbara Przybylski

Absolute Investigative Services
Barbara.P@absoluteisi

Meggin M'Gonigle-Reeder

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Lisa Fuller

Fuller & Associates Insurance
Lisa.fuller@insurewithfuller.com

Ronnie T. Davis

Principal, Longstream Coaching and Training LLC
RonnieDavis@LongstreamCT.com

Committee Chairs

Ambassador & Membership

Bev Smith
The Lee Tessier Team,
Keller Williams American Premier Realty
bev@leetessier.com

Events

Renee McNally
HR Solutions, LLC
renee@hrsolutionsllc.com
&
Kim Zavrotny
McComas Funeral Home
kzavrotny@mccomasfuneralhome.com

Fashion Show

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

Newsletter Editor

Jordan Williams
CPWN Intern
jordan.williams4@comcast.net

Website/Social Media

Rebecca Larson
PNC Bank
rebecca.larson@pnc.com

Meeting Sponsorships

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

CPWN

P.O. Box 654
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2013-2014 CPWN Sponsorship Guidelines

Regular Monthly Meetings

- 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) and that is the business you are registered with in CPWN's records.
- 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.
- All meeting locations, speakers, etc., are subject to change by the Board of Directors of CPWN.
- No co-sponsorships are available.

Happy Hours

- 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) and that is the business you are registered with in CPWN's records.
- Sponsorships fee is \$50 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 have exclusive use of table tops to put marketing material, promotional items, etc. Please arrive early to distribute the material. You may put up a banner advertising your business.
- You have **5** minutes to speak/present. Please do not go over this time limit.
- 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.
- All meeting locations, speakers, etc., are subject to change by the Board of Directors of CPWN.
- No co-sponsorships are available.

Contact: Kelly Bedsaul KellyB@wscpa.com, to arrange your sponsorship. Sponsorships are offered on a first come-first served basis.



**Building Relationships.
Growing Businesses.**

www.cpwnet.org
Membership Dues: \$85

CPWN 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

CPWN's Membership Policy

- ◆ Membership with CPWN is by individual and not by company.
- ◆ It is not transferable.
- ◆ When a member leaves, transfers or changes employment, the member carries her membership to her new place of employment, or it may simply lapse.
- ◆ An unexpired membership is not transferred to the member's replacement at her prior employment.

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