



# Newsletter

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

WELCOME ..

Volume 1, Issue 1

April 2008

to the 1st edition of the all new E-Newsletter! We're proud that CPWN has gone "green" for the environment by producing our newsletter electronically.

We welcome your input and ask that you send any feedback to the editor at [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com).

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CPWN Member News

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## Speaker: Dr. Anirban Basu

Anirban Basu is Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore, Maryland. Mr. Basu is one of the Mid-Atlantic region's most recognizable economists, in part because of his consulting work on behalf of numerous clients, including prominent developers, bankers, brokerage houses, energy suppliers and law firms. On behalf of government agencies and non-profit organizations, Mr. Basu has written several high-profile economic development strategies, including co-authoring Baltimore City's economic growth strategy.

In recent years, he has focused upon health economics,



the economics of education and economic development. He currently lectures at Johns Hopkins University in micro-, macro- and international economics.

Mr. Basu is involved with numerous organizations in a voluntary capacity, including serving as a Baltimore City Public School System board member. Mr. Basu is also on the boards of Union Memorial Hospital, Chesapeake Habitat for Humanity and the Maryland Business Council and on the MedStar strategic planning committee. He is also chairman of the Baltimore County Economic Advisory Committee and economic advisor to the Baltimore-Washington Corridor Chamber of Commerce.

*Read more on p. 2*

## Sponsor: Debbie Strasser, Always Organized

Most people think professional organizers were born organized, but I wasn't "Always Organized"! I remember when maintaining an organized lifestyle was a challenge!

In my corporate career, I worked in the retail, restaurant, and recruiting environments. My positions were always demanding, challenging, and required a great deal of time man-

agement, attention to detail, and organization. All the skills I learned during my corporate career have lent themselves to my organizing business and I utilize them with each client.

The first thing I really ever organized in my personal life was a diaper bag. I left my office on a Monday evening - papers scattered, emails to

be sent, appointments in my date book. My water broke at 6am and my oldest son was born that night - 5 weeks premature. I was so consumed with: When did he eat? How long did he sleep? When did I change a diaper? I immediately began a rigorous routine and schedule - and I've never looked back.

*Read more on p. 2*

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# Speaker, con't

Mr. Basu earned his B.S. in Foreign Service at Georgetown University in 1990. He earned his Master's in Public Policy from Harvard University's John F. Kennedy School of Government, and his Master's in Economics from the University of Maryland, College Park. His Juris Doctor was earned at the University of Maryland School of Law in 2003.

# Sponsor, con't

Our family moved to very family oriented Bel Air after several years in Columbia with one child and one on the way. After listening to friends and neighbors complain about how to maintain their homes and schedules I started working with them to do just that. I learned there was no other way to live and I wanted to bend the ear of anyone who would take my advice regarding how to organize a pantry,



kitchen, office, closet, and kids!

The turning point was while working with my neighbor organizing her home; she said "You should do this for a living. You should start your own business." Skeptical, I replied "Do you really think it would work?" "Debbie, most people are like me - NOT like you. They need help!" And Always Organized was born. Always Organized provides organizational services for residences and businesses. We declutter, organize, provide space planning and design solutions, offer project management, and relocation and move planning. We also conduct research, consult, and coach. Our goal is to put systems in place to manage your daily life.

## BUSINESS CARD ADS

Business Card Ads have been temporarily suspended while we work through the issues of transition to the new E-Newsletter.

## EVENT CHECK IN

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

I'm in my fourth year of organizing people's lives and possessions. I'm always trying to find a better way to do things to ease the stress of

day-to-day living; carving out extra time so clients can do the things they really want to do.

Debbie Strasser is a member of NAPO - National Association of Professional Organizers, MAPO - Maryland Association of Professional Organizers, and Online Organizing.com

Always Organized

[www.always-organized.com](http://www.always-organized.com)

410.692.7992

## 5 Strategies to Transform Entrepreneur Burn Out into a Business

John had a dream. He wanted to live his passion and make a difference in the world. He knew that self-employment was a key to creating wealth and freedom. So John set out to be the owner of his own business. He did everything right. He watched what other successful people were doing. He modeled their behavior, their choices and implemented their strategies for success.

Every day he got up and envisioned his successful business - how he was making a difference in the world, creating 200k+ revenue, and speaking all over the country spreading his message. He even saw clearly how his best-selling book would transform the lives of his target audience. He really was building a successful business and his friends were envious.

One day, he woke up and just couldn't do it anymore. He was burned out, frustrated and overwhelmed. It was like he had "lost that lovin' feeling" and his dream was crumbling.

The success he created belonged to his colleagues and friends - it is what they wanted! By asking for their help and support along the way, he had successfully built THEIR DREAM. Not his.

Ouch. Now what? John needed to reconnect with his own dream.

Following are 5 Keys to a Breakthrough in Your Business so you can have more time off, rekindle the passion and grow your revenue exponentially.

1. Identify What's Working. No need to throw the baby out with the bathwater. Start by writing down what's working and what's not. Then take each "not" and figure out how to switch it to something that will work.
2. Redefine the Why. Often times we lose the connection to why we created the business in the first place. What did you love the most? If you can "light the fire" and focus on your passion, what would that look like? What do you need to let go of to make room for the passion again?
3. Reconnect with Your Lifestyle. Most people just starting building the business, with little consideration of the ultimate lifestyle goal (travel, time off, volunteering, etc.) When you are living your ideal lifestyle what are you doing? How much travel? What do you do with your "free time?"
4. Clarify Your Role in the Business. In an ideal world, what is your role? What do you do for the business? Are you the brand who tours the country speaking? Or are you in the office managing a team? Or maybe you are the "deal maker" and you have others who fulfill the product solutions.
5. Live by Standards. Be very clear with yourself and the world around you about what you will (and won't) do. Set an intention to uphold these standards and watch how the world shifts to accommodate it. For instance, if you know you are at your best with speaking at 2 events per month - then uphold that standard. If you need one full day per week to write and develop product, then schedule it and hold that space sacred!

When you are crystal-clear about how you really want to live and climb your own mountain, you will have an experience of effortless action. It's almost like you would pay someone else to show up every day and do your work. It's not a job, it's an indescribable passion that you are compelled to express. Nothing and no one can stand in your way.

When you reconnect with that lovin' feeling, watch out world. You will be unstoppable!

**Article Source :** <http://www.bestmanagementarticles.com> & <http://entrepreneurship.bestmanagementarticles.com>

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# MEMBER NEWS

The CPWN Newsletter committee would like to include all of your exciting news and announcements! Please share major business changes, upcoming seminars or galas, marriages, births or other items of interest. These should be submitted via e-mail to Renee McNally at [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com).

Dear Ladies of the Chessy,

Ahah, now that I have your attention we need your help!!! Having volunteered with the Harford Community Action Agency for 12 years, it is easy to see where influential people, such as yourselves, are so very needed. Through your personal and /or business connections could you please beg; borrow; or steal gently used or new children's

books for our Recycle to Read Program where we distribute books to "kids of all ages' who come to the Food Pantry. These are the children who need books the MOST and have the LEAST! Also we have Homeless and 'near' Homeless clientele and are frequently in need of toothpaste; toothbrushes' floss; soap; shampoo; lotion; deodorant; etc; When you Well-Traveled Gals spend a night in a hotel, the goodies they have in the bathroom are pure gold to many of our clients. One last request, I promise---when the department stores have their 'Bonus Time' with samples on cosmetics, would you mind saving any of the goodies you don't need for 'us'--we could use them for clients; use also for some of the 25 Gift Bags that a 'friend' of the agency makes up at Christmas for Pre-teen and teenage girls; or to use with the 60 stock-

ings we make to distribute. RE-MEMBER: YOUR TRASH IS OUR TREASURE!!!!

Thank you for listening, Bonnie Watts-Cook Joanne Parrott

"The Membership Committee would like to congratulate Cathy Frazier, Claudia Holman, Debora Merlock, and Marge Pearce for being the 2008 Athena Nominees; what an outstanding achievement!"

# 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.

Membership Dues: \$85

Meeting Sponsorship: \$100 plus door prize

## Become a Successful Entrepreneur

It is true that the Internet has created and continues to create more millionaires than ever before in history. The World Wide Web is an incredible marketing vehicle. Instantaneous communication between people all over the planet is possible 24/7. Communication is integral to all successful businesses. Still, almost 97% of all Internet entrepreneurs fail miserably within the first year of their operations. Do you want to know how to rise above them and succeed? Read on:

1 You have to have a solid business plan. You have to know which product or service you would like to promote. You have to educate yourself and know everything about it. You have to consider demographics and advertising mediums. You have to consider issues such as: licensing, insurance, health-care, accounting, employees, vehicle's, office furnishings, office equipment, communication mediums and time management.

2 You have to stick to your business plan. The failure to have a good business plan is the same as having a good plan to fail. Once you have developed your solid plan, you need to stick to it - to the letter if possible. Otherwise, emotional reactions another changing mentality factors will lead you to ruin.

3 You have to have the heart of a champion. You have to be determined to succeed at all costs. You have to anticipate resistance from your friends, family and loved ones. You have to be willing to go against the grain and fight for what you want and believe in. You must exercise unlimited persistence.

4 You have to care greatly about customer service. In any business online or off there is an incredible amount of competition. The competition wants to take your money away from you. They want every penny of it! To build a lasting business, you have to please your customers. You need to make them want to give you their repeat business indefinitely. Customer service is paramount.

5 You have to have huge dreams! If you only aspire to get by, then you might just achieve that. Conversely, if you aspire to generate incredible wealth and contentment within your life, you might just achieve that too. Dream! The bigger the better!

6 You have to educate yourself continuously. Your competition will be. In order to become highly successful, you need to learn from the highly successful. You need a mentor somebody to coach you through the hard times. A

good coach can help you to remain confident even in the worst of times. You have to expect difficulties to arise. It is only realistic. With a supportive team behind you and unlimited persistence coupled with powerful belief in your own abilities, there will be no stopping you!

There is no doubt that there's plenty of room left for you to become as successful as you dare to. Stop fearing success! Embrace your future. Embrace your abilities. Raise yourself to standards far higher than those of your competition. Now hold yourself to those standards and succeed beyond your wildest dreams!

**Article Source :** [Demetrios Tzortzis](http://www.bestmanagementarticles.com)

<http://www.bestmanagementarticles.com>  
<http://entrepreneurship.bestmanagementarticles.com>

### News and Announcements from the 2008 Fashion Show Fundraiser Co-Chairs:

An exciting new venue: this year's event will be held at the Maryland Golf and Country Club on October 13<sup>th</sup>. Details to follow soon on table pricing, menus, etc.

**New!!!! Member Model Search:** Typically the Board of Directors models the fashions at the annual fundraiser. This year the Board has elected not to model. We will be holding a member model search soon. Expect details in the upcoming months!

Signed on our first retailer: This year jewelry and accessories will be provided by Two Sisters in Bel Air. CPWN members and owners Debbie Haywood and Bonnie Hardy is located at 2 S. Main Street. Two Sisters Contemporary Gift Gallery represents 125 North American artists who create high quality contemporary craft. You will find silver jewelry, glassware, handbags, pins, wallets, silk scarves and more. Visit them soon!!! Convenient parking too!

We are setting up sub-committees once again this year and we will be calling for volunteers soon. We understand that this is a volunteer position and we want to make your efforts worthwhile and eliminate duplicate work. We are consolidating and will have information soon.

Last but not least .....there will be opportunities to advertise your business. Opportunities to be presented soon! Any comments, concerns and suggestions would be greatly appreciated. E Mail Ann Davidson at: [adavidson@key-title.com](mailto:adavidson@key-title.com) or Patty Desiderio at: [pattygiftbaskets@comcast.net](mailto:pattygiftbaskets@comcast.net)



Chesapeake Professional Women's Network, Inc.  
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### UPCOMING EVENTS

April 8, 2008  
Speaker - Aniran Basu  
Maryland Golf & Country Club  
11:30 - 1:30  
All guests - \$25

May 13, 2008  
Networking Event  
Liberatore's  
5:30 PM - 7:30 PM  
\$20/\$25

rsvp at [www.cpwnet.org](http://www.cpwnet.org) or 410-297-9722  
Deadline is Friday before the event at Noon.

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## EXCLUSIVELY FOR WOMEN EXPO

CPWN is excited to be a sponsor of the Exclusively for Women Expo on Saturday, May 10 at Ripken Stadium. This day is all about women and a wonderful opportunity to promote CPWN as a premier organization for building relationships and growing businesses.

**Want some individual exposure? Several ways that you, as a member of CPWN, can specifically highlight your business-**

- Provide CPWN with a flyer or brochure (no larger than 8 1/2 X 11) about your business. This will be part of our CPWN display. And yes, we will be able to direct participants at the expo looking for products and services provided by our CPWN membership.
- Be part of CPWN Basket of Goodies that will be given as a door prize. Just provide an item with a value of \$15 or more donated by your business with your attached business card and promotional business material.
- Bring flyer/brochure and minimum \$15 item for Basket of Goodies to April 8th CPWN lunch meeting. If you are unable to attend the April 8th meeting, you can drop off at any of the Curves location in Bel Air, Aberdeen, or Abingdon no later than April 15th.
- Six additional door prizes will be given away throughout the day. CPWN members will be given the opportunity to donate a \$50 or more gift to be given away as a door prize. This will be specifically from you and your business and will be advertised throughout the day as such. Please e-mail [nlauden@crosslink.net](mailto:nlauden@crosslink.net) or call 443-350-0524 if you want the opportunity to provide one of these six door prizes. First come, first serve on this!

**Come join thousands of women on Saturday, May 10 to shop, get lots of helpful information about services and products that are important to women, hear speakers that will empower you, enjoy a girls day out with friends, have a chance to win some incredible**

[www.exclusivelyforwomenevent.com](http://www.exclusivelyforwomenevent.com)

**SATURDAY, MAY 10, 2008**

**10 AM — 5 PM**

**RIPKEN STADIUM**