



Newsletter

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

FEBRUARY 2011

WELCOME ..

to the all new E-Newsletter! We welcome your input and ask that you send any feedback to the editor at Melissa_harbold@ml.com

Want the hard copy?? Just hit PRINT!

This Month - Education

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The Chesapeake Professional Women's Network

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CPWN
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February Meeting Speaker:

Dr. Dennis Golladay

Meet Harford Community College's New President



A native of Virginia, Dr. Dennis Golladay earned his B.S. in Social Science and English from Madison College and his M.A. and Ph.D. in American History from the University of Virginia.

Prior to being named President of Harford Community College, Dr. Golladay served as Vice Chancellor for Community Colleges, State University of New York (SUNY), Albany, NY, a position he assumed in December 2006. As Vice Chancellor, he reported directly to the Office of the Chancellor and was responsible for the oversight and coordination of relations with SUNY's 30 community colleges and their related organizations.

Continued on Page Seven

February Sponsor:

Genie Briggs with Point Breeze Credit Union

Point Breeze Credit Union is proud to be this month's meeting sponsor. Point Breeze is a local option for your personal or business finances. We like to do things differently from typical financial institutions. Our loan and credit card rates are lower and our deposits are safe and secure. You are more than a customer to us; you are our members. Currently, we are offering college scholarships to our younger members.



Continued on Page Four

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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

Valentine's Day is fast approaching and before you know it spring will be here. With one month into the year, I hope that everyone is still focused on the business and personal goals that you set for yourself going in the New Year. If not, don't worry, there is still time to refocus and reenergize. Get involved with something new. You can always sign up for a committee. Serving on committees helps you to get to know the organization better and helps you to build relationships with new people. We have a variety of committees to fit everyone's needs and schedules. Our newest committee is our Women's Night Out committee which is currently meeting to prepare for our 2nd Annual Women's Night Out event on May 9th. We only hold this event once per year so the committee only meets four months out of the year. If you want a committee that is a little more involved, you may want to consider the Membership committee. Membership committee greets guests and new members at our monthly luncheons as well as sending out invoices for annual renewals. For those who want to take a less active approach but still want to be involved, you can always write an article for our newsletter or assist with our website. To learn more about these committees or the other committees that CPWN has, please visit our website. We would love to have more members participate. I would like to thank the membership for such a wonderful turnout for our January event at Bellisimos. I think this was our highest attended January event. What a way to start out the year. Janice Encapera gave us some great tips about business etiquette while Melissa Harbold gave us some good advice about financial planning. Both ladies did an excellent job. Everyone can use a reminder from time to time. We would love to have you join us for our February luncheon which will be held on February 8th at Richlin Ballroom in Edgewood. Our guest speaker is Dr. Dennis Galloday, President of Harford Community College. It is always nice to hear what is going on at the college. We are lucky to have such a wonderful resource right in our community. Our sponsor will be Genie Briggs, of Point Breeze Credit Union. I look forward to seeing everyone. I hope you all have a wonderful Valentine's Day!

Sincerely,

Mary Ann

WOMEN HELPING WOMEN: A List of Organizations that CPWN Supports

As the Holidays approach, its time to reflect on gifts we have received throughout the year. It is also a tie when many consider how they can share with the less fortunate. Please take a moment to visit these causes and help make the holidays brighter.

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.

Open Doors Career Center – A not-for-profit social services agency, whose mission is to empower individuals in need of life and employment skills by providing opportunities and resources to encourage them to discover the keys to their success. CPWN founded the "Bridge to Success" program and CPWN members donate appropriate business clothing to Open Doors. For information contact Robyn Burke at 410-638-0187.

Scholarship – 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.

Bridge to Success – This program was created by CPWN in conjunction with Open Doors to establish and maintain a fund used by Open Doors' clients to help them pay for unsupported expenses, such as child care, transportation, etc., in order to help them in their job search. Attractive "Bridge" Pins are available at \$20 each to support this program.

MEMBER NEWS & ITEMS OF INTEREST

COMMITTEE CHAIRS

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Sandy Glock
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Membership Dues: \$85
Meeting Sponsorship: \$150
Plus door prize

www.cpwnet.org



“Get in The Race- \$5,000 Smyth Shopping Spree” The Arc Northern Chesapeake Region.

Only 150 changes will be sold at \$100 each to purchase a Smyth box which contains three freshwater pearl bacelets from Smyth Jewlers. Two lucky winners will be drawn at the Derby After DArc Celebrity Chef & Auction Even scheduled for Saturday, March 26, 2011. Pre Sales have started. For information contact Elaine Orbino @ 410-879-6785 or email eorbino@arcncr.org.



Continued from Page One

Choose Point Breeze Credit Union...you are worth it! Learn more at pbcu.com.

Genie Briggs

Marketing & Business Development
Manager

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Higher Education vs. Real-World Experience in PR

by [Ashleigh Egan](#) on February 26, 2010

A common decision that college seniors must make is whether to continue on to graduate school or to look for a job in the field they wish to pursue.

With the economy slowly recovering, it's no surprise that many students are deciding to enroll in graduate school instead of jumping into the job search. This growing trend, especially in public relations, has made me think: what is the value of graduate school without any on-the-job experience?

Let me preface by saying that I am currently completing my master's degree in PR and corporate communications at NYU – so I definitely see value in higher education. I chose to pursue this degree because my undergraduate degree is not in PR, and I decided that further education would be the best way for me to understand my new profession.

I've been lucky enough to have a full-time job in PR while attending classes, and I now realize that my education would not have been nearly as helpful without on-the-job experience to supplement it.

Listening to a professor tell you how to interact with the media or compile a strategic communications plan is one thing, but it's not the same thing as doing it yourself. One component to my degree, which I think should be included in all public relations programs, is to work with an actual company to develop a strategic communications plan.

Too often I've heard stories about fellow students who tried to develop their plans strictly following the textbook, recommending components that will work in an ideal scenario, but would have little chance of success in the real world.

Think of it this way: I studied political science in college. I read books upon books about political science and listened to classroom lectures, but I did not participate in the student government. Does the knowledge, but not the experience, make me a politician? In the case of PR, if I read books about PR but am not practicing in the field, can I truly say upon graduation that I am a PR practitioner?

I've realized that it's extremely valuable to be taught by your coworkers along with learning in a classroom. This is especially true when a PR student wants to pursue a very specific field, like business-to-business technology (in my case). Professors can teach you the general PR skills that every student should know: how to write a press release, build a PR plan, communicate with the media, etc. However, a practitioner can only learn the intricacies of their field from colleagues.

In business-to-business technology, would we advise for clients to have Facebook pages and target consumer publications? Not likely, but these are tactics taught in the classroom and are important PR basics. Would a classroom student learn how to interact with industry analysts and how to successfully staff a trade show? Doubtful, but these are skills that are necessary in some specific PR fields.

There is value in graduate-level PR education. Having a master's degree on your resume can never hurt, and students who studied other fields in undergraduate classes can learn valuable PR skills to help them succeed in the business. However, we need to realize that classroom learning can't do it all. Especially if students want to pursue a specialized form of PR, they need to supplement the classroom with on-the-job experience to become a valuable consultant.

What do you think? Is it more important to get more education in PR, or are you better off getting more on-the-job training? What do you value most?

Why Should I Hire an Intern?

Could an intern help your company? Many entrepreneurs consider hiring interns at one or another. They are a great source of inexpensive labor and may result in an increase in company production. However, this isn't the whole picture. You must carefully consider if interns will help your business, or create more problems than they solve.

When it comes down to it, the question of whether or not to hire an intern really depends on your company. You will surely appreciate the extra help around the office. Interns can help you with a variety of tasks from dealing with your China manufacturers to filing paperwork. How you utilize them and how much responsibility you offer is really up to you and the unique needs of your business. You alone can determine which areas an intern could help and how much benefit they could provide to your company. Of course, regardless of your situation, an intern will always help you to get a little more work done.

While an intern can really help your business, their benefit will be determined by a few factors. Sometimes they can help a lot, other times they are a little less useful. Choosing your interns carefully will really make a difference. Having the right people in any position really matters and it is no different with interns. If you don't choose carefully, you might find yourself really regretting your choice of interns. Since this decision is so important and can really impact your business, consider taking an active part in the selection process. You might want to have a final interview with the prospective interns before any certain decisions are made as to whom you hire.

Another important factor that will determine how useful an intern is to your company is how you use them. If you have highly skilled and educated interns, you can entrust them with more specific tasks than someone with little skill or experience. Tailoring the workload to your intern's skills will be essential in getting the most benefit from their labor.

As you think about hiring an intern, remember that there isn't a better way to get cheap labor. If you choose carefully you will find that having an intern can really be a benefit to your company.

Continued from Page One (Dr. Golladay; February's Speaker)

Additional experience includes serving as the sixth President of Cayuga Community College, Auburn, NY, a position he assumed in 1996 following 24 years' experience in a community college setting. Upon his departure, he was honored with the title President Emeritus. Dr. Golladay served as Vice President for Academic Affairs at Anne Arundel Community College for four years and as Dean of the School of Humanities at Pensacola Junior College in Florida for seven years.

Dr. Golladay is married to Dr. Mamie Howard Golladay, President of Sullivan County Community College in Loch Sheldrake, New York.



A Special Edition of the Newsletter will be available soon, re-capping the 2010 Fashion Show!



The CPWN Fashion Show Committee is looking for volunteer's to help with the 2011 Fashion Show. For information, please email Wendy Lee at wendy@susquespine.com

New Members

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Member Spotlight with Jennifer Webster

Have you ever traveled abroad? Yes! Last year was the first time I have ever traveled outside of the United States. First, I spent two weeks in January 2010 studying abroad in France with Salisbury University. I spent a week and a half in Grenoble at the International Business School, and the last couple days in Paris. Then, a short two months later, I traveled to Japan to spend Spring Break with my boyfriend – he is in the Navy and stationed in Yokosuka, Japan. Both experiences were amazing from the food to the architecture and the shopping. I have definitely found my new favorite (and expensive) hobby - traveling!

What is your favorite quote? “True knowledge exists in knowing that you know nothing.” –Socrates

Who has had the most influence in you life? I have an enormous family; over 35 first cousins and more aunts and uncles names to remember than I am mentally able. And it keeps expanding! From childhood, my family members have taught me everything – literally, my aunt was my Kindergarten teacher. Unlike most people, my cousins were (and still are) my best friends. And because most of us live in Harford County, I went to school with my family members, saw them on the weekends, and went to concerts and beach vacations with them. And now, I work with my dad at his insurance agency. I am truly blessed to have such a wonderful family.

Which is your favorite concert you have ever attended until date? Over the past 5 years, I have averaged at least 3 concerts per summer. I have seen artists from varying music genres such as: Steely Dan, Toby Keith, Jack Johnson, and Dave Matthews Band. But my favorite was Incubus in 2009 at Meriwether Post Pavilion. I attended the concert with my best friend and her mom, but we had a blast!

Would you bungee jump, skydive, or rock climb? Although I have never done any of those things, I would love to experience all three!!!

Jennifer Webster

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

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.



UPCOMING EVENTS

February Meeting

Richlin Ballroom

1/11/2011 11:30 am -1:30 PM

Speaker: Dr. Golladay; HCC

Sponsor: Genie Briggs

Point Breeze Credit Union

Cost: \$20 Mbrs/ \$30 Non-Mbrs

March Meeting

Bonefish Grill

ALL NETWORKING, NOTHING BUT NETWORKING!!!

Sponsor: Kathy Walsh

Jigsaw Marketing Solutions

Cost: \$20 Mbrs/ \$30 Non-Mbrs

April Networking

Wetlands

Speaker: Margie Bonnett;

Sales and Marketing Guru

Sponsor: Dawn Rowles

First Act Accounting

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