



Newsletter

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

MARCH 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: Social Media And your Business

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Network

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President's Message

Happy March everyone. Maybe this month you will have the luck of the Irish! I just wanted to start off by saying thank you to all of our members for starting out our year so great! Our monthly meeting participation has been awesome for January and February. It is really nice to see that people are sticking to their New Year resolutions and getting out to more networking events. February's meeting had more



than 80 people in attendance at Richlin Ballroom to hear guest speaker Dr. Dennis Golladay of Harford Community College and sponsor Genie Briggs of Point Breeze Credit Union. I would like to thank Dr. Golladay for giving us such a great overview of what is going on at the college, Genie for sponsoring our meeting and providing our fabulous door prizes and for Richlin for providing such excellent service and food.

President's Message Continued on Page Two

March Meeting Sponsor:

Kathy Walsh, Jigsaw Marketing Solutions

Puzzled by marketing?

Know you should be doing more marketing but don't have the time or a clear idea of the best way to reach your prospects? With more than 20 years experience, JigSaw Marketing Solutions owner Kathy Walsh understands the challenges small businesses face and can work with your budget and schedule to develop a marketing plan designed to deliver big ROI in small, affordable steps. In addition to marketing plans, popular services include website

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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 Continued from Page One

I always like to discuss networking to some extent and this month is no different. With tax day fast approaching I would like to talk a little bit about spending networking dollars more effectively. It is really important to use your marketing/advertising dollars wisely. Not everyone has a large corporate budget with an endless supply of cash to brand your business so choosing the way you spend the money you have is very important. Just as you choose networking events that best suit your goals and objectives you can do the same when looking for an opportunity to advertise or market your business effectively. Determine who your audience is and then you can decide where you want to advertise or market. There are specialty magazines, business publications, local newspapers, and even event sponsorships that offer advertising as part of a sponsorship package. Event sponsorships can sometimes reach a large audience depending on the event and can be very affordable for small businesses. Specialty magazines can also offer affordable advertising and have become increasingly popular with attractive covers and glossy ads which seem to catch the eye of the readers. What's nice about this particular advertising option is that most of these publications are free and they are being direct mailed to thousands of homes so it covers a wide audience. Last but not least, networking yourself and your business can be one of the most cost effective ways to market or advertise your business. Whichever option you choose is up to you, but be sure that you try and track how successful each form of advertising is so that you can determine whether or not it is worth the money you invest.

Our March luncheon will be held at Bonefish Grill in Bel Air. This was our first networking event here and I'm sure it will not disappoint. We have two full hours of networking ourselves and our business so it will be well worth the time invested. Lunch \$20.00, Time invested \$40.00, amount of exposure...priceless. Our sponsor will be Kathy Walsh of Jigsaw Marketing Solutions. If you are unable to join us for this event, you can catch our April event on April 12 from 11:30-1:30 at Wetlands in Aberdeen. Our speaker is Margie Bonnett, a sales and marketing guru and our sponsor is Dawn Rowles of First Act Accounting. If you don't have a large corporate budget but want a great way to market your business affordably, these are perfect events for you!

Have a Happy Saint Patrick's Day!

Mary Ann

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.

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.

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 safehouse. 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 – 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

Ambassador & Membership

Liz Hopkins
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ehopkins@mtb.com

Events & Meeting Speakers

Sandy Glock
Open Door Café
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Fashion Show

Wendy Lee
Susquehanna Spine & Rehab
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Publicity & Newsletter

Melissa Harbold
Merrill Lynch
Melissa_harbold@ml.com

Website

Renee McNally
HR Solutions, LLC
renee@hrsolutionsllc.com

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

www.cpwnet.org



Clear Your Clutter Day

Clear Your Clutter Day is April 30, 10am-2pm Harford Community College– Fallston Parking Lot FREE!! One Stop to drop off for Harford County residents to clear the clutter in their homes. They will be accepting Computers, Electronics and scrap Metal recycling. Clothing and household goods in good condition, books in good condition, cardboard boxes, plastic bags, cell phones and eye glasses.

For more information clearyourclutterday.org or 443-904-5412. Check us out on facebook: facebook.com/sapparisolutions.com Or contact Nettie Owens @ Sappari Solutions, LLC

Scholarships from Point Breeze Credit Union

Point Breeze Credit Union Scholarship: Point Breeze will be rewarding **TEN** \$1,500 scholarships this year to current members who will be entering their freshman year of college in the fall of 2011. All applicants must be post marked by April 29, 2011 to be considered for the award.

The Credit Union Foundation of MD & DC: Your words or pictures could be worth \$1,000! Applicants must be a member of a Maryland or D.C. based credit union. You must be entering your freshman through senior year of college. Deadline is March 31, 2011.

For more information go to pbcu.com or call Genie Briggs @ 410-771-3850 ext. 265

Derby After dArcPre-Festivities

Girl's Night Out in Downtown Bel Air

Hosted by The Bel Air Downtown Alliance

Thursday, March 17th, 2011

Evening of great shopping promotions at local shops and boutiques and happy hour specials on St. Patty's Day!

For more details visit www.downtownbelair.com or www.facebook.com/DowntownBelAir

Continued on the next page

Derby After d'ArcPre-Festivities (continued from previous page)

Derby After d'Arc Salon&Spa Day Hosted by The Bel Air Downtown Alliance

Saturday, March 26, 2011 Hair Design: ½ price facials & pedicures Infinity Salon & Spa: FREE deep conditioning protein treatments with any hair service or

FREE cut with any color service The Color Lounge Salon & Spa: \$30 haircut/blow dry (\$10 savings), \$10 eyebrow wax (\$7 savings), & 20% off any retail purchase with a service that day NVS Salon & Spa, R4 Salon & Wellness Spa, Jordan Thomas Salon & Spa

For more details visit www.downtownbelair.com or www.facebook.com/DowntownBelAir

DowntownBelAir



Exclusive Behind The Seams Spring Shopping Event Hosted by Macy's Sunday, March 20th, 2011 5-7PM Macy's Harford Mall Includes shopping, refreshments, soothing massages, entertainment, prizes and more! This event is open to the public and no appointment is necessary.

Family & Children Services 6th Annual Wine Tasting

Family & Children Services will be hosting their 6th annual Springtime in Tuscany Wine Tasting at Bulle Rock Resident's Club on Sunday March 27th from 2-5pm. The cost is \$55 per person. For more information please contact Jennifer Redding at jredding@fcsmd.org or 410-838-9000 x222

SARC's Annual Lucky 13th Bull & Oyster Roast

Mark your calendars, March 12, 2011, 7pm until midnight. There are less the 70 tickets left, so go to www.sarc-maryland.org to order tickets now. For any questions, please contact Luisa Caiazzo-Nutter at Lcaiazzonutter@sarc-maryland.com.

Kathy Walsh: March Sponsor

Continued from Front Page

development, PR and copywriting for websites, blogs, newsletters, direct mail pieces, brochures, articles and ads.

A life-long Marylander, Kathy received her undergraduate degree from Loyola College and a master's degree in marketing from Johns Hopkins. She has written numerous articles for trade, consumer, and business publications and has been a frequent speaker on topics including how to create a marketing plan and the importance of branding. She lives in Bel Air with her husband Andy and two daughters, Abby and Sydney.

Kathy is happy to have worked for a number of CPWN member businesses and would love the opportunity to support your business in achieving its goals for 2011 and beyond. For more information or to contact Kathy visit www.jigsawmarketingsolutions.com or call 410.215.9049.

A SOCIAL MEDIA CHECKLIST FOR SMALL BUSINESSES

Do This Now

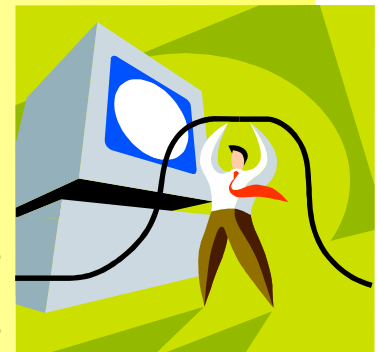
1. Set up Google Alerts to monitor your personal and business brands.
2. Claim your personal and business usernames on LinkedIn, Facebook, YouTube, Flickr, and Gmail.
3. Register your business with Google Local.

Getting Started

1. Build a personal bio with the focus on what you do, who you do it for, and how it benefits them
2. Set up your personal Google Profile. As you add new social media networks, be sure to link them into your profile.
3. Identify keywords that connect your expertise with current and potential customers.
4. Complete your personal profiles on LinkedIn, Twitter, and Facebook - and start connecting with friends, colleagues, and clients.
5. Experiment with this technology and study the environment of the respective networks to determine which are best suited for you and your business.

Build Your Team

1. Choose a coach to manage the integration of your social media marketing strategy with your company mission, current marketing objectives, and your sales process. If you are the business owner, this may be you.
2. Identify a technology expert who can keep everyone current with the new technology tools as they emerge. Subscribing to this blog will help.
3. Nominate a representative to be the face of the company. This person will be a leader in the company, and ideally a leader in your industry and community.



Start Engaging

1. Launch a company blog that is designed to help the people in your community do more of what they want to do as it relates to your business. This is where you share tips and advice to build relationships that may lead to doing business with you.
2. Focus your social media efforts on your blog and no more than two networks.
3. Practice your message to learn how to best engage with your community members, paying special attention to the key words and content that resonates with them.
4. Track any results that you can attribute to your social media efforts. Then use them to better focus your approach. You have to study, learn and adjust on an ongoing basis.

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TOP TEN TIPS FOR SUCCESSFUL SMB FACEBOOK PAGES

One quick look at [Facebook's statistics page](#) is enough to turn a social networking naysayer into a convert. But does that mean Facebook is right for your [small business marketing](#) strategy?

For example, Facebook has more than 500 million active users -- 50 percent of whom log in during any given day. The average user has 130 friends. And Facebook denizens spend more than 700 billion minutes per month on the social network.

Not surprisingly, SMBs and corporations alike have built Facebook Pages to try and grab some of those 700 billion minutes. Facebook Pages are, in essence, free Web marketing that helps you engage with customers. According to the [Website Monitoring Blog](#), there are more than 3 million active Facebook Pages, with more than 1.5 million of them from local [businesses](#).

But just because you *can* set up a Facebook Page doesn't necessarily mean you *should* -- or that if you do, you'll get lots of fans. What follows are 10 tips to help your [small business](#) develop a loyal following on Facebook.

But first, a little background. A Facebook Page isn't the same as a Facebook profile. Profiles are for individuals -- you know, those people you went to high school with. Anyone with a Facebook account can create a Facebook Page, also known as a Facebook fan page.

A Facebook Page can offer a variety of relevant information about [your company](#) -- it can even serve as your website (though you're fairly limited in terms of design). Major brands such as [Starbucks](#) (more than 16 million fans), [Coca-Cola](#) (15.6 million fans), and [Netflix](#) (more than 337,000 fans) have created popular Facebook Fan Pages, as have many smaller companies, such as [Naked Pizza](#) (2,813 followers) and boutique [laptop/travel bag maker Tom Bihn](#) (1,018 followers).

Top 10 Tips for Facebook Page Success

1. **Decide if a Facebook Fan Page is right for your business now.** There's so much small [business](#) marketing to keep up with these days -- your website, blog posts, email marketing campaigns, YouTube videos, tweets. Adding yet one more thing to the mix can feel overwhelming.

Marketers at business-to-business (B2B) companies might also wonder if Facebook -- aimed at consumers -- is a good fit in the first place. While plenty of B2B companies are experimenting with Facebook, some are finding it difficult to get fans. B2B "isn't sexy," Michael Greene, a Forrester Research analyst, told [The Wall Street Journal](#).



Still, B2B customers are people. People are what Facebook is all about. And people spend money on products and services. It's been estimated that Facebook users spend an additional \$71.84 they wouldn't otherwise spend on products they are fans of, according to social media metrics firm [Synapse](#).

A Facebook Page is probably worth your while -- if you have the time, knowhow and resources to do it right. Some use a Facebook Page in lieu of setting up a small business website. At a minimum, some B2B companies find that posting regular updates on Facebook (as well as on Twitter and LinkedIn) help them stay "top of mind" with customers.

2. **Promote your Facebook Page on your website, blog, and Twitter and in press releases, print ads and in your email signature.** Use all your communications channels to let customers know about your Facebook Page. Put a ["Like" button](#) on your website, too. Whenever people click the "Like" button, the fact that they like your company shows up in their

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Top Ten Tips for SMB Facebook pages ;continued from Page Seven

Facebook News Feed, exposing [your business](#) to more people. Consider putting the "Like" button near your email sign-up form or when engaging with customers in other online opt-in activities.



3. Decide who's responsible for updates. Do you have someone in-house who has the time (and passion) for Facebook and other social media updates? If so, great. If not, consider outsourcing the job to a freelance social media manager -- preferably someone in their 20s with an hourly rate of \$20 or so. Either way, establish best practices -- what's appropriate to post and what isn't, for starters, as well as who your target audience is. Some businesses with Facebook Pages establish an editorial calendar, with updates planned in advance to coincide with calendar events such as Halloween, the World Series, Thanksgiving, and so on.

4. Add a picture to your updates -- and post them on Friday mornings. Facebook updates with images posted on company 'fan' pages are clicked on 54 percent more than text-only updates and 22 percent more than posts with video, according to a [recent study by social media marketing group Vitruve](#). The study found that updates posted before noon are clicked on 65 percent more often than those published after 12 p.m. Fridays are the best day of the week to post status updates on company pages; weekends are the worst.

5. Don't talk about yourself. Talk about your customers. If your Facebook Page updates are all about how fabulous your company and its products are, followers will quickly lose interest. And it's doubtful they'll want to share this information with their Facebook friends. Instead, provide content that's interesting, useful, thoughtful, even slightly controversial (within reason), whether it's text, video, or photos. Ask your followers for their opinions. Engage them in a dialogue. Talk *to* your customers, not *at* them.

6. Be newsy. Focus your status updates whenever possible on what's new and interesting, such as relevant and emerging trends you're spotting; new promotions (it's smart business to reward your Facebook fans with deals and promos); new products; and so on.

7. Be authentic and human. Social networks like Facebook aren't the place to avoid addressing customer issues and complaints or hide behind corporate rhetoric. Be real, and people will connect with you. Be phony, and you'll not only get unfriended, you might provoke a backlash.

8. Don't go overboard with updates. Keep Facebook Page status updates to no more than one or two per day. If you bombard followers with lots of updates, they'll start to tune you out. According to the [Engage:GenY blog](#), a Gen-Y consumer, participating in a focus group about social media, summed it up nicely: "There's a fine line between being informative and being spammy. If a single brand becomes really trigger-happy with status updates, I get annoyed."

9. In a rush? Too many social networks to update? Use one tool to post to all. If you've got a Facebook Page, you're probably also on Twitter, LinkedIn and a few other social networks. [Ping.fm](#) is a free tool that will post the same update to multiple social networks simultaneously. [HootSuite](#) (offering free and paid services) is another. HootSuite also offers the capability to have multiple people contribute to one social media account; write updates that are posted at a prescheduled time; and get analytics about who's following you.

10. Optimize updates with keywords. [Facebook will be bigger than Google in five years](#), according to some pundits, meaning that many people will turn to Facebook for information rather than "Googling" to find it. Regardless of whether this pans out or not, it's important to note that Facebook Pages are indexed by search engines. For example, public updates from Facebook Pages, unlike Facebook profiles, often show up in Google's real-time search results. So keep your most important keywords in mind when writing updates, adding information about your company to its Facebook Page, and so on.

San Francisco-based SEO copywriter and consultant [James A. Martin](#) is the author of an [SEO and social media marketing blog](#).

A Social Media Checklist for Small Businesses: Continued from Page Six

Use this list as a guide and keep the following in mind:

1. There are few social media experts. Those of us that are succeeding are continuously studying and making adjustments as we learn more. You should consider doing the same.
 2. Social media will continue to evolve. This is why you need to establish a foundation and experiment with the technology - while always trusting your gut about what is right for your business.
 3. Social media personalizes your business. The paradox of social media is that we are using technology to humanize our businesses. Conduct your activities in order to amplify your personality and that of your business.
- (www.JeffKorhan.com) Jeff Korhan is a professional speaker, consultant, and columnist on new media and small business marketing.

Correction from February's Newsletter:

Please note that the website address for the Community Foundation was misprinted. The correct address is: www.cfharfordcounty.org.

Member Spotlight with Wendy Wright

Have you ever traveled abroad? I Lived in England from 1978-1980. My family traveled the UK and Europe during that time. I also spent time in Germany in 1984

If you had the choice of one super power, what would it be and why? To personally thank every past and present service member of this great nation for their sacrifice and service

Would you bungee jump, skydive or rock climb? I would rather fly the plane for the skydivers! Lol

Have you ever met a famous person? Rockers Ted Nugent (crazy and so nice) and Tommy Shay (he was in Styx), Actor Terry O'Quinn (John Lock from Lost,) Jockeys Eddie Arcaro and Steve Cauthen

What is your favorite quote? "You bring about what you think about"

Wendy Wright
The Wright Fit
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New Members

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CPWN's 2nd Annual Women's Night out

Tuesday May 10th 5:30-8:30pm

MD Golf & Country Club

To benefit Family & Children's
Services

To purchase tickets visit

www.cpwnet.org

\$45 members \$55 non members

Prepare to be pampered.

Services provided by

Maryland Cosmetic Surgery
Center

Jordan Thomas

Anytime Fitness

Susquehanna Spine and Rehab

Upper Chesapeake Health

Flavor Cupcakery

Coffee Coffee

Board Members At Large

Board Members At Large

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The Open Door Café
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monton@evansfuneralchapel.com

The 13th annual CPWN fashion show will be held on
Tuesday, October 11, 2011 at Richlin Ballroom

The following sponsorships are available:

Diamond - only one

- ◇ \$2000
- ◇ full page ad back of program
- ◇ Full in program
- ◇ 10 tickets to fashion show
- ◇ 4 power point slides to advertise business at fashion show
- ◇ Logo on all flyers, website, publicity and announcements
- ◇ Table at event
- ◇ Podium time 3 min

Platinum – only one available

- ◇ \$1500
- ◇ full page ad inside front cover of program
- ◇ 10 tickets to fashion show
- ◇ 4 power point slides to advertise business at fashion show
- ◇ Logo on all flyers, website, publicity and announcements

Gold – only one available

- ◇ \$1000
- ◇ full page ad inside back cover
- ◇ 4 tickets to fashion show
- ◇ 3 power point slides to advertise business at fashion show
- ◇ Logo on all flyers, website, publicity and announcements

Silver - Unlimited

- ◇ \$500
- ◇ ½ page ad in program
- ◇ 2 tickets to fashion show
- ◇ 1 power point slides
- ◇ Logo on all flyers, website, publicity and announcements

Bronze - Unlimited

- ◇ \$250
- ◇ Business card ad in program
- ◇ 1 tickets to fashion show
- ◇ 1 power point slides to advertise business at fashion show
- ◇ Logo on all flyers, website, publicity and announcements

Raffle Ticket Sponsor - Only one available

- ◇ ad on back of 5000 raffle tickets (your design)
- ◇ \$500

Favor Sponsor - *Purchased by Patty's Promotions for 2011

- ◇ Favors to be handed out at the fashion show
- ◇ \$500

Centerpiece Sponsor - Only one available

- ◇ Centerpieces will be placed on all tables
- ◇ \$400

To purchase a sponsorship please call or email Kim Zavrotny at 410-343-3000 or monkton@evansfuneralchapel.com 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. Only available until April 30th

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



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

March Meeting BoneFish

All Networking: Nothing But Networking

3/8/2011 11:30 am -1:30 PM

Sponsor: Kathy Walsh,
Jigsaw Marketing Solutions
Cost: \$20 Mbrs/ \$30 Non-Mbrs

April Meeting Wetlands

4/12/2011 11:30AM—1:30 PM

Speaker: Margie Bonnett,
Sales and Marketing Guru
Sponsor: Dawn Rowles,
First Act Accounting

2nd Annual Women's Night Out Maryland Golf and Country Club

5/10/11 5:30-8:30pm

rsvp at www.cpwnet.org or 410-297-9722
Deadline is Friday before the event at Noon.

Opinions expressed by the authors do not necessarily reflect those of the Publisher or the Board of Directors of The Chesapeake Professional Women's Network, Inc. Reproduction or use of material in whole or part is forbidden without prior, written permission of CPWN.

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