



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

WELCOME ..

Volume 1 Issue 2

May 2008

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

Want the hard copy??
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THIS MONTH'S
FOCUS IS ON...

REAL ESTATE

CPWN Member News

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10 Tips for Successful Business Networking

Effective business networking is the linking together of individuals who, through trust and relationship building, become walking, talking advertisements for one another.

1. Keep in mind that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.

2. Ask yourself what your goals are in participating in networking meetings so that you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

3. Visit as many groups as possible that spark your interest. Notice the tone and attitude of the group. Do the people sound supportive of one another? Does the leadership appear competent? Many groups will allow you to visit two times before joining.

4. Hold volunteer positions in organizations. This is a great way to stay visible and give back to groups that have helped you.

5. Ask open-ended questions in networking conversations. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them.

6. Become known as a powerful resource for others. When you are known as a strong resource, people remember to turn to you for suggestions, ideas, names of other people, etc. This keeps you visible to them.

7. Have a clear understanding of what you do and why, for whom, and what makes your doing it special or different from others doing the same thing. In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others.

8. Be able to articulate what you are looking for and how others may help you. Too often people in conversations ask, "How may I help you?" and no immediate answer comes to mind.

9. Follow through quickly and efficiently on referrals you are given. When people give you referrals, your actions are a reflection on them. Respect and honor that and your referrals will grow.

10. Call those you meet who may benefit from what you do and vice versa. Express that you enjoyed meeting them, and ask if you could get together and share ideas.

Stephanie Speisman is a Success Coach who coaches groups and individuals in business networking skills based on her booklet "99 Tips for Successful Business Networking." Contact info: (301)469-8015, successcoach@erols.com, www.strategiesforchange.com.

Sponsor: Carole Novak, CruiseOne

Booking a cruise can be overwhelming – whether it's your first or tenth. CruiseOne and I pride ourselves in taking time to determine your needs and match you with the cruise vacation that is best for you. Our training and experience in knowing the differences between ships and cruise lines make your cruise planning relaxing and fun!

CruiseOne represents all major cruise lines, deliver cruise line direct pricing

or less, plus offer personal, local service. All of this at no additional cost to you!

A fun twist on fund raising that I like to call "Cruise for Your Cause" is a fun and easy way to raise money for your favorite non-profit organization. With my knowledge of different charitable contributions available from the cruise lines, I am able to help you help the community. Just think,

you could vacation AND feel good about it!

Cruising is a relaxing way to see a new destination everyday, all in one trip. The ship is your floating hotel so you only have to unpack once. With superior personal service, great food & entertainment and overall a great value for your dollar, a cruise is the ultimate vacation experience

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Member News & Items of Interest

May's HR Business Breakfast

Will be held on May 8, 2008, 8:00 AM at **The Open Door Café**. This month's topic is: **Limiting Your Liability**. Go to www.hrsolutionsllc.com for more information.

HR Solutions, LLC would also like to welcome new team member, Emily Evans who comes to the group as Administrative Assistant. She joins Beth Schmidt, HR Assistant, who came on board last summer.



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.

Sponsor, con't

Did you know that cruising is NOT just for the Caribbean anymore? Other popular destinations include Alaska, Hawaii, the Mediterranean, Canada/New England, and more! From a big ship experience to river cruising, cruises and cruise tours, we offer it all. Whether it's for a family vacation, reunion, group gathering, fundraiser, honeymoon, sales incentive or meetings-at-sea, a cruise covers everything.



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The Sky Is Not Falling...

The Sky is not falling! The media would have us all believe that the end is near! The real estate market always works in cycles and we have been through this before. Do you remember the early 80's when interest rates were 18%? If there are any serious buyers out there waiting to buy a home, they are making a huge mistake. The interest rates are still incredible, the inventory has not been this good in years, and Sellers are negotiable. As for Selling, yes it is true that prices are stabilizing, and becoming more realistic; however, that is also the case on the home you are going to purchase. It really is a wash! In the other market we had, yes maybe you did get more money for your home, but you were using that extra cash to purchase your next home. So, did you really win? Homes are selling in this market but Sellers have to prepare the home to show well and also be sensible with their pricing. I still believe that there is no better investment than real estate. The best thing I think we all can do is try not to listen to all the "doom and gloom" that we are constantly bombarded with. The pendulum has swung to the buyer's side this time and this market holds lots

of opportunities for them. Buyers should take advantage of this because it's their turn now, and as history has shown, this won't last forever.

Submitted by Kim Basta, Long & Foster Realtors. Kim can be reached at 410-515-4100 or kimbasta@longandfoster.com



GOOD NEWS THE REAL TRUTH ABOUT THE HOUSING MARKET

During the 70's, 80's and 90's, there were significant changes in the economy, some of which were reflected in the housing market. The trend was always the same. The housing market rode it out and improved. 2005 and 2006 were strong years for home sales, but, did you know that 2007 was actually the fifth best market in history? Existing home sales finished at 5.92 million in 2007!

Lawrence Yun, Chief Economist for the National Association of Realtors, predicts that the housing market will improve in 2008 from a steady unleashing of pent-up demand and from a wide abundance of safer mortgage products. The government just increased the FHA loan limit to over \$700,000 in some areas.

Look beyond the headlines. Interest rates are spectacular. 94% of all mortgages are current. 30% of home owners own their homes free and clear. These are the statistics that the Media will never report!

There will always be opportunities to sell and buy a Home...make sure the timing is right for you!

Submitted by Marilyn Eben at Re/Max American Dream Realty. Marilyn can be reached at 410-803-0900 or marilyneben@comcast.net



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Member News & Items of Interest

Mason-Dixon ARRIVE announces the launch of a newly designed website,

www.MDARRIVE.com. The updated site offers viewers easy access to DIGITAL EDITIONS, a digital format with unique page-turning technology. Viewers may access the current issues or archived editions from 2007-2008. The site includes at its center, "HAVE MORE FUN," a photo feature allowing viewers to load photos of themselves or family "having fun" and win monthly prizes for the best photos. The site contains several Resource Links including events, restaurants, relocation, living, shopping and services. The easy-to-use layout allows businesses to add a hot link or logo to any of these resources. Call Vicki Franz, 410-584-9960, for more information.

Mason-Dixon ARRIVE announces the launch of a second edition of its popular lifestyle magazine, to serve Cecil County.

The UPPER CHESAPEAKE edition will publish seasonally in June (summer), September (fall) and November (holiday) of 2008. This new edition will include a regional events calendar, several departments from the Baltimore Suburban North edition, and local stories on the Upper Chesapeake area. It will be distributed free through the area's better shops, restaurants, marinas, coffee shops, galleries, medical offices, real estate offices, hotels & libraries. It will also be available on mdarrive.com as a digital edition. Call Vicki Franz, 410-584-9960, for more information

Congratulations to Nettie Owens.

Her company, Sappari Solutions, LLC is growing. "We now have three organizers, including myself, to provide services in Harford, Cecil and Baltimore Counties. Anne Ambrosich as now been with the company since Fall 2006 and Jennifer Merkel joined in Fall 2007. Also, you can find all of the organizers instructing classes on organizing at HCC."

In addition, Nettie had a healthy baby girl on February 15 of this year. Her name is Mira Jean and she was 7 lb 7 oz when she was born



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

CAROLYN W. EVANS NAMED AMONG MARYLAND'S TOP 100 WOMEN BY THE DAILY RECORD

Publication Honors 100 Businesswomen in Maryland Who Have Demonstrated a Commitment to their Community and Profession

Bel Air, MD — Sengstacke & Evans, LLC, a Bel Air based law firm, today announced that Carolyn W. Evans, Principal, has been named one of Maryland's Top 100 Women by *The Daily Record*.

Evans has more than 15 years of experience as an attorney at law and specializes in personal injury, wills and estates, real estate, corporate, civil litigation, and employment. Evans currently sits on the boards of directors for Harford Bank, Home Partnership, Inc. and the Bel Air Rotary Club. She was Commissioner and Chair for the Harford County Commission for Women and held positions on the Harford County Chamber of Commerce board of directors, the Maryland Transportation Authority, Chesapeake Professional Women's Network, Inc. and numerous others. She is a graduate of the Harford Leadership Academy.

A member of the Maryland State Bar Association, Harford County Bar Association and the Women's Bar Association of Maryland, Evans received her Bachelor of Arts in Business from the College of Notre Dame of Maryland and her law degree from the University of Baltimore School of Law.

"It is an honor to be included among such a distinguished group of Maryland women who have dedicated so much of themselves to their profession and community," said Carolyn W. Evans. "I am looking forward to meeting my fellow honorees and continuing my personal

and professional involvement in the community."

Since 1996, *The Daily Record* has recognized more than 750 high-achieving Maryland women who are making an impact through their leadership, community service and mentoring.

On Monday, May 12th from 5:00 p.m. - 8:30 p.m., the 2008 Maryland's Top 100 Women will gather in celebration with family, friends and colleagues at the Meyerhoff Symphony Hall in Baltimore.

About Sengstacke & Evans, LLC

Sengstacke & Evans, LLC is a full-service law firm in Bel Air, Maryland that specializes in personal injury, wills and estates, real estate, corporate, civil litigation, and employment. For more information, please contact (410) 893-6104.

Release by Kirstie Durr of Nevins PR.

CPWN would also like to recognize Debi Williams who was also named one of Maryland's Top 100 Women. Congratulations!

Jennifer Lewis, Lewis Web Solutions to Receive SBA State and Regional Awards as Home Based Business Champion for 2008

Abingdon, Maryland, April 2, 2008 - Jennifer Lewis, President of Lewis Web Solutions, has been slated to receive two Small Business Administration awards in connection with the Small Business Administration's National Small Business Week 2008. The SBA's Maryland chapter gives the awards each year to recognize outstanding small business owners and the service providers who support them. Ms. Lewis was nominated for the Home Based Business Champion Award by the Small Business Development Center at Harford Community College in Bel Air, Maryland. After competing against other nominees from throughout the state of Maryland, Ms. Lewis was selected as the 2008 Home Based Business Champion for 2008 by the Baltimore Chapter of the Small Business Administration.

After receiving the award at the District level, Ms. Lewis' nomination then competed against those from 6 other Districts within the SBA's Region III, including Pittsburgh, Philadelphia, Delaware, West Virginia, Washington, D.C., and Richmond. Ms. Lewis was also recognized as the winner of the 2008 SBA Region III Home Based Business Champion of the Year award.

"This is an incredible honor to not only be recognized at the state level for Maryland, but to achieve recognition at a regional level competing with such major markets in our region is astounding," Jennifer Lewis commented. "As a home-based business owner, I find great satisfaction in helping other business owners achieve success by having professional and affordable website services. For many of my clients who are home-based, their website is the first impression of their business that a client receives. We make those first impressions into professional and effective marketing tools."

Jennifer Lewis serves as Vice President of the Chesapeake Professional Women's Network, and as Vice-Chair of Operations for the Greater Edgewood Education Foundation. She is also a member of the Harford County Chamber of Commerce, the Route 40 Business Association, and the Chesapeake Business Consultants.

Lewis Web Solutions provides full website services, including website design and maintenance, internet marketing, and supporting services primarily to small businesses and non-profit organizations. Based in Abingdon in Harford County, the company will celebrate its fifth anniversary in May of 2008. More information is available on their website at <http://www.lewiswebsolutions.com>.



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UPCOMING EVENTS

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

June 10, 2008
Speaker: Dr. Leslie Mancuso
'Womens Health Around the World'
Mountain Branch Golf Club
11:30 AM—1:30 PM
\$20/\$25

rsvp at 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 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

Tickets will be available for sale at the April meeting.

SATURDAY, MAY 10, 2008

RIPKEN STADIUM