



# Newsletter

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

SEPTEMBER 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](mailto:Melissa_harbold@ml.com)

Want the hard copy?? Just hit PRINT!

**This Issue:  
Eating; Back to Basics**

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CPWN  
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## September Speaker: Cindy Wolf

### Chef– Restaurateur– Entrepreneur



Cindy Wolf began her professional culinary career at the age of 19 in Charleston, South Carolina as an apprentice to her chef mentor, Marcelo Vasquez. After the apprenticeship she attended the Culinary Institute of America in Hyde Park, New York, where she received her culinary degree.

After a series of executive chef positions in other cities Cindy moved to Baltimore and over the course of the past 15 years has changed the face of dining in the city by building 4 highly acclaimed restaurants, with a 5th one slated to open in the 4th quarter of this year. In 1997, Cindy and her business partner opened Charleston, where she remains executive chef. Charleston is a Forbes Four-Star award recipient, an American Academy

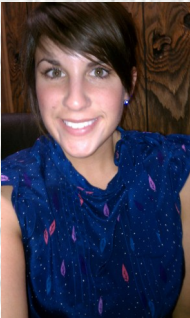
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## September Sponsor: Jennifer Webster

### Lassen, Marine & Webster, Inc

Before joining the working world, Jennifer Webster spent four years studying Business Administration with a concentration in Economics at Salisbury University. In addition to her studies, Jennifer participated in the PACE Program (Public Affairs and Civic Engagement), studied abroad at the Grenoble International School of Business in France and was inducted into Omicron Delta Epsilon, an International Economics Honor Society. Shortly after her graduation in 2010,

Jennifer began working for Lassen, Marine & Webster, Inc, a local independent insurance agency. She earned her license to sell Property and Casualty insurance in the fall of 2010 and is currently working towards earning her Life and Health license. Although Jennifer's present duties at LMW are Continued on Page Five



## Board of Directors

### President

**Renee McNally**

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### Vice President

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### Secretary

**Wendy Lee**

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### Immediate

### Past President

**Mary Ann Bogarty**

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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



Happy September! School is back in session and Networking Season is on its way! If you notice, you will see that September is always packed with networking events sponsored by all our Harford County organizations. Its time to get geared up, re-focus on your business, and move forward! It's a great time to meet new people and reconnect with those you haven't seen in a while. Ever wonder what kind of networker you are? I found this great little quiz at <http://www.businessknowhow.com/marketing/networker.htm> so check it out.

**Do you have any great networking tips? Email them to me at [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com) and I'll share them during our September meeting!**

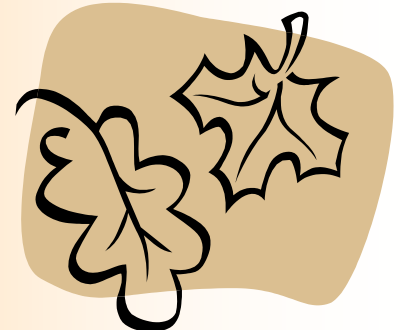
We have a great event this month at Maryland Golf and Country Club and September always brings in a big CPWN crowd! Our speaker is Chef, Cindy Wolf and there's a lot of excitement building around her visit with us, so you don't want to miss out. It's a luncheon that starts at 11:30 and you can register online at [www.cpwnet.org](http://www.cpwnet.org).

Also, don't forget the Fashion Show is almost upon us. Event tickets are available now on the website and you can buy raffle tickets from any board member or Fashion Show Committee member. October 11<sup>th</sup> should be a fun evening and another great opportunity to network!

Ever wonder how you can get more involved in CPWN? Join a committee! Both the newsletter committee and website committee are seeking members. It's a lot of fun and you get to build great relationships at the same time. Please contact Amy Verbeten for the newsletter at [averbeten@gmail.com](mailto:averbeten@gmail.com) and Kathy Walsh for the website at [kwash@jigsawmarketing.com](mailto:kwash@jigsawmarketing.com).

That's all for now. Hope to see you all on September 13<sup>th</sup>!

*Renee McNally*



# Welcome New Board Members

## Jeannette Stancill



For the past 12 years Jeannette has worked for Alliance Mortgage Funding, Inc. as a Residential Mortgage Specialist. She has created long-term relationships built on a solid foundation of honorable business practices that has earned her the trust of clients and referral partners alike. While assisting clients with the biggest investment of their lives, financing and refinancing their homes, she looks at the needs and objectives and guides them through the process. Her complete mortgage planning approach includes personalized analysis such as Cost Comparison, Rent vs. Buy, Debt Consolidation, Budget analysis and Credit repair counseling. Helping her customers comes naturally as she has over thirty years experience in the financing and sales management industry.

She attributes her success on the degree of personal attention given to her clients and referral partners. The goal is to earn the TRUST to become her borrowers "Lender for Life".

Jeannette has been an active member of the Harford County Women's Council of Realtors since 2005. As a Board member she actively participates in coordinating monthly meetings and fundraisers. Became a member of CPWN in 1996; volunteers with the annual Fashion show and currently serves as the Events Chairperson. Outside of business Jeannette enjoys the outdoors; hiking, swimming, motorcycling and shooting sports. She has been married twenty years and currently resides in Bel Air with her husband David.

## Kathy Mignini Walsh

Kathy Mignini Walsh has more than 20 years experience in strategic marketing, branding, PR and marketing communications. As owner of JigSaw Marketing Solutions, she has had the opportunity to work with a variety of local, national and international businesses.

Prior to founding JigSaw, Kathy spent 10 years in the toy industry where she most recently worked as director of marketing for a Maryland-based toy manufacturer. Among other positions, she has also worked as a senior communications specialist with boutique advertising and public relations agency A. Bright Idea and as a marketing coordinator for CSD Architects.

A native of Baltimore, Kathy received her undergraduate degree from Loyola College and a master's degree in marketing from Johns Hopkins. An experienced writer, Kathy writes a monthly column for the new I95 Business magazine and has written numerous articles for other trade, consumer, and business publications. She has also been a frequent speaker on topics including how to create a marketing plan, the importance of branding and 5 Minute Marketing. She lives in Bel Air with her husband Andy and two daughters, Abby and Sydney.



## MEMBER NEWS & ITEMS OF INTEREST

### COMMITTEE CHAIRS

#### Ambassador & Membership

Liz Hopkins  
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#### Events & Meeting Speakers

Andrea Kirk  
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#### Fashion Show

Kim Zavrotny  
Evans Funeral Chapel & Cremation-  
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#### Publicity & Newsletter

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#### Website

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

[www.cpwnet.org](http://www.cpwnet.org)

### HCC'S THIRD ANNUAL HEATHER L. HURD 5K WALK/RUN FOCUSES SPOTLIGHT ON DISTRACTED DRIVING



Bel Air, Md., August 30, 2011 -- Harford Community College will host the Third Annual Heather L. Hurd 5K Walk/Run on Saturday, November 12. The event honors the memory of Heather L. Hurd, a history major at Harford Community College from 1999 to 2003, who was killed in 2008 by a distracted driver who was texting.

On-site race registration takes place at the Chesapeake Center Dining Rooms from 7 to 7:45 a.m., with the race, on a USA Track and Field Certified Course, starting at 8 a.m.

WBAL-TV's Sarah Caldwell will serve as master of ceremonies.

The walk/run was established by the Hurd Family and Harford Community College in 2009 to raise funds for book scholarships for HCC students and for programs that bring attention to the dangers of distracted driving. The event also acknowledges the critical work of first responders—fire, police and ambulance personnel.

The registration fee is \$20 per person and \$10 for those under 18 years of age accompanied by a registered adult. Each participant will receive a T-shirt and refreshments after the race. Awards will be presented based on age groups and final times. Participants may pre-register for the race by visiting [www.harford.edu/heather](http://www.harford.edu/heather).

For those unable to walk or run but would like to participate, donations may be made to sponsor a participant running or walking in the race, or an outright donation may be made by visiting [www.harford.edu/heather](http://www.harford.edu/heather).

"Nearly 5,500 of our loved ones are killed each year because of distracted drivers," said Russell Hurd, Heather's father. "My family knows firsthand the pain of losing someone in an accident that could have been prevented. With the Third Annual Heather L. Hurd 5K Walk/Run at Harford Community College, my hope is that the students we honor with book scholarships will help us change our culture and stop distracted driving."

Last year, approximately 200 people participated in the walk/run, raising more than \$18,000. Forty book scholarships have been given to students over the past two years.

Also taking place at the walk/run will be a raffle of a Joe Flacco-signed helmet. Tickets cost \$1 each or six for \$5 and may be purchased at the race on November 12. Sponsors of the walk/run are C&S Wholesale Grocers, Jason Turchin, Pete Karas, JC Penney, PNC Bank, FocusDriven, Chili's, Heritage Mazda and Plaza Ford.

Harford Community College is located at 401 Thomas Run Road in Bel Air. For more information, visit [www.harford.edu/heather](http://www.harford.edu/heather) or call 443-412-2449



Continued from Page One; Chef Cindy Wolf

of Hospitality Sciences Five-Star Diamond award recipient, and AAA Four Star Diamond Award recipient. The restaurant is recognized by Zagat for best food and service and has been rated the #1 restaurant in Baltimore by Baltimore magazine year over year. Cindy's next culinary project was Petit Louis Bistro, which opened in 2000. Petit Louis is inspired by the classic French bistros throughout Paris.

In 2004, PAZO was introduced to the portfolio. The restaurant features the flavors of the Western Mediterranean and is housed in a converted 1880's machine tool shop. In 2007, Cinghiale, a modern Italian restaurant, opened. Cindy is a 2006 & 2008 James Beard Foundation finalist for Best Chef, Mid-Atlantic. She has received notices in Food Arts, Food & Wine, Bon Appetit, The New York Times, The Washington Times and The Washington Post. She has also appeared in cooking segments on major local, national and cable television stations.

September Sponsor: Continued from Page One

accounting and finance based, she has worked in progressing LMW's marketing and promotional efforts too. She hopes to focus more on selling as she advances in the insurance field through experience and continued education.

In addition to her recent association with the CPWN, Jennifer is a Volunteer Outreach Coordinator of the Harford Land Trust – a non-profit organization dedicated to the protection and preservation of land in Harford County. Additionally, she contributes to her local neighborhood community association, participating in periodic clean-ups. Jennifer is a recently engaged Harford County native. Her fiancé, Bryan Bieschke, is also a Harford County native but currently works as a Flight-deck Troubleshooter-Technician for the U.S. Navy. He has been assigned to the USS George Washington, a nuclear-powered aircraft carrier stationed in Yokosuka, Japan, for four years. Bryan was the recent recipient of a Hometown Hero Award which earned him an interview on Fox News last month. Jennifer is very proud of her fiancé's accomplishments, as well as his commitment to serve in the military, and she absolutely cannot wait until her wedding in 2013.

Although Jennifer is new to Lassen, Marine & Webster, the agency has been serving the Chesapeake Bay area since 1966. As an independent insurance agency and brokerage, LMW represents numerous national, regional and local insurance companies. Because of these relationships, we are able to provide clients with comparative quotes and offer the most competitive and comprehensive coverage available. Lassen, Marine and Webster offer a variety of insurance products and services, including personal, business, farm, life and health insurance, and everything in between. For a complete list of products, please visit our newly renovated website at [www.lmwins.com](http://www.lmwins.com), or stop in for a free consultation. Our agents and customer service representatives take pride in assisting individuals and businesses in analyzing and evaluating insurance risks to obtain the optimum product and price.

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## 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.

**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](http://www.sarc-maryland.org)

**Scholarship Fund** – 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.



# New Members

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# How to Host a Stress Free Small Dinner Party at Home

## Board Members At Large

### Board Members At Large

#### Andrea Kirk

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#### Liz Hopkins

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#### Kim Zavrotny

Evans Funeral Chapel & Cremation

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#### Jeannette Stancill

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#### Kathy Walsh

JigSaw Marketing Solutions

[kwalsh@jigsawmarketingsolutions.com](mailto:kwalsh@jigsawmarketingsolutions.com)

Yes you can enjoy your own dinner party!

**Keep it simple:** Limit the guest list to eight people, six is even better. Choose a neutral table setting that lets your colorful centerpiece flowers pop. Serve no more than three courses. Feature only one "fancy" dish. Plan a mostly make ahead menu with few items that need last minute kitchen time.

**Do ahead.** Two weeks in advance, invite your guests and choose a menu with mostly make-ahead dishes. A few days ahead, shop for the non-perishables and clean house. The day ahead, shop for the perishables and set the dinner table and do a last minute clean of the bathroom and living room

**Prepare your make ahead recipes the day before or morning of your dinner party.**

- Remember that your guests are the real stars of the evening, not your food. The food is only your pleasant excuse for getting together, so don't worry about putting on a gourmet restaurant spread.
- Never serve a dish you haven't made before. This way you avoid disasters like apologizing for a recipe that doesn't taste the way you hoped it would.
- You are part of the company and your guests expect to talk with you. Keeping it simple means you get to spend time with your guests instead of in the kitchen.
- Don't get nervous about choosing wine. If you're not sure what to serve, just go to your local wine store and ask for something simple and inexpensive that most people are likely to enjoy. Remember, people love to give advice, and wine store staff are no different!
- Check the ingredient list for every recipe against your pantry contents. Make sure you already have the item on hand or add it to your shopping list. This has the added bonus of preventing you from buying duplicates!
- In your last minute schedule be sure to include time for you to get dressed, set out the appetizers, put on the dinner music and - yes - sit down for a few minutes before your guests arrive. Wow! What a stress-free way to start enjoying your own dinner party.

## Top 7 Tips for Eating Healthy on a Budget

[http://frugalliving.about.com/od/foodsavings/tp/Eating\\_Healthy.htm](http://frugalliving.about.com/od/foodsavings/tp/Eating_Healthy.htm); By [Erin Huffstetler](#)

A healthy diet can help you to keep your medical costs down, but how do you justify the added expense of healthy foods? Try these simple tips and you won't have to:

**Buy Reduced Produce:** It's no secret that fruits and vegetables are good for you, but the price of fresh produce isn't nearly as good for your budget. To stretch your shopping dollars, look for a reduced rack at the grocery store. You can often pick up super ripe produce for a fraction of the regular price.

**Go frozen:** Frozen vegetables are usually fresher and cheaper than anything that can be found in the produce and canned sections of the store. Cruise down the frozen food aisles, and you'll find big bags of veggies at bargain prices – sometimes as little as \$1 a bag.

**Shop locally:** Your local produce stand or farmer's market can be a great source for healthy bargains. For the best deals, shop often and look for reduced produce or end-of-the-day specials.

**Grow Your Own:** Slash your produce prices even further by growing your own healthy eats. Start a plot in your backyard or a container garden on your patio, and enjoy homegrown fruits and vegetables all season long. Like fresh herbs? Grow your favorites in small pots by the kitchen window, and take a snip whenever you need it.

**Substitute Oil:** Slash the fat grams in your cakes, muffins and other baked items by replacing the oil in recipes with an equal amount of no-sugar-added apple sauce. It won't change the taste of your recipe, but it will change the healthfulness of it.

**Substitute Eggs:** Reduce your cholesterol consumption by substituting the eggs in baked goods with a tablespoon of soy flour. You can pick up a bag for as little as \$2-3, and it will last you for quite a long time.

**Skip the Salt:** Sodium lurks in lots of foods, and it's just not something that your body needs a lot of. Limit your consumption by purchasing no-salt-added or low-sodium versions of canned foods. This switch won't cost you a dime, so it's probably the simplest switch of all

## Fashion Show Corner

Only one month left until the CPWN 13th annual Fashion Show, can you believe it? Tickets for the Tuesday, October 11, 2011 event are available and MUST be purchased in advance at [www.cpwnet.org](http://www.cpwnet.org). Please consider buying a table for the night, it would be a great way to entertain clients, reward employees or just enjoy a night out with friends! Raffle tickets are available for \$1 each or 6 for \$5, remember to purchase them for your chance to win 3 great prizes. Any member with tickets or money outstanding, we would like you to return these at the September meeting. Tickets will be available for purchase the night of the event also. If you have promised to donate a silent auction item, or you would still like to donate an item or service, there is still time. We would like to have all silent auction items by September 13. For more information, please contact Rose Zappa-Jehnert at [rzejnert@ywgcrealty.com](mailto:rzejnert@ywgcrealty.com) or 443-465-7311 or Janis McGuire at [jmcguire1@metlife.com](mailto:jmcguire1@metlife.com) or 410-382-4971. Your kind generosity is greatly appreciated. If any member would be interested in assisting us on the day of the event, please contact Kim Zavrotny at [monkton@evansfuneralchapel.com](mailto:monkton@evansfuneralchapel.com) or 410-343-3000 for more information. Remember to "like" us on Facebook at "CPWNFashionShow".



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

### September Networking Meeting

9/13/2011, 11:30-1:30

Maryland Golf & Country Club

Speaker: Chef, Cindy Wolf

Sponsor: Jennifer Webster, Lassen, Marine & Webster

\$20 Mbrs/ \$30 Non-Mbrs

### October Fashion Show

October 11, 2011

Richlin Ballroom

\$45 Members/ \$55 Non-members

\$450 Table

### November Networking Meeting

11/8/2011, 11:30-1:30

Van Diver

Speaker: Suzanne Fischer-Huettner

The Daily Record

Sponsor: Lisa Fuller; Fuller Insurance

\$20 Mbrs/ \$30 Non-Mbrs

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Remember to "like" CPWN on

