



# CPWN Member News

*The Newsletter of the Chesapeake Professional Women's Network, Inc.*

August 2007

## CPWN

### Member Benefits:

- *Monthly meetings to network and promote your business*
- *Topical meeting speakers on issues pertaining to women and business*
- *Special Events*
- *Meeting Sponsorship*
- *Monthly Newsletter*
- *Role Models and Mentors*
- *CPWN Website*

### CPWN Sponsors:

- *Anna's House*
- *Bridge to Success Program*
- *Open Doors of Harford County*
- *New Visions for Women*
- *The Athena Award*

### In This Issue:

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- *College of Notre Dame*
- *Introduction to Board Members*
- *Best Business Questions*  
- *How Do You Fire a Client?*
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- *Member News & Announcements*
- *Fashion Show Committee News*

## Finding Time: Blending Networking Into Your Life

If you're doing it right, networking isn't something that takes lots of extra time in your life. It easily blends into your life, and your approach to life.

You may think of networking -- making new contacts and spreading the word about yourself or your company -- as slogging to trade shows or meet-and-greet cocktail parties to shake hands and exchange business cards.

But tending to your career doesn't require spending long days in hotel ballrooms or long nights in smoke-filled bars. If you see everyone as a potential contact, you can network during any mundane daily activity, from waiting in line for a latte to peddling at the gym to commuting.

Some conversations will be fleeting, while other times, the people you meet will become part of your circle. Being open to -- and staying in touch with -- those who cross your path is how you make your own luck. At some point, you'll learn about something that can benefit you professionally before the rest of the world finds out.

"People think of networking as going to a function," says Karen Susman, a Denver-based coach and speaker on networking. "You need to realize you are building your network everywhere all the time."

While working as an executive recruiter in Austin, Texas, Becky Gates joined a book club. A referral from someone in the club led her to a job as senior development director for the Girl Scouts Lone Star Council. "I told her I was interested in working for a nonprofit because I liked what I was doing as a volunteer," says Ms. Gates, 55 years old. "She said she knew the CEO of the girl scouts' council. She introduced us, and I found out they needed someone."

Five months ago, Ms. Gates moved to Boise, Idaho, where she's vice president and general manager for Organizational Consultants to Management, a Salt Lake City-based career transitions firm. Ms. Gates and her husband relocated to Boise to be closer to family. She learned of the opening before the move through another networking contact.

(Continued on Page 4)

## Sponsor - College of Notre Dame

A college with a rich heritage of innovation, College of Notre Dame of Maryland educates a diverse population at the undergraduate and graduate levels. The Women's College, the Weekend College for working women and men, and the Graduate Studies program are the principal offerings. Students are part of a vibrant learning community that provides a high-impact education emphasizing professional and personal knowledge, development, and integrity. Students graduate with a renewed energy and confidence to be leaders in their careers, communities, and families.

Founded in 1873 by the School Sisters of Notre Dame (SSND), College of Notre Dame of Maryland was the first Catholic college for women to award the four-year baccalaureate degree. Notre Dame's fundamental dedication to young women endures today, even as the mission has expanded to serve working adults, both male and female

Carolyn Boulger Karlson, Ph.D. is Associate Vice President of Weekend, Accelerated and Graduate programs, College of Notre Dame of Maryland. Prior to joining the college in 2005, she taught for eight years in the Mendoza College of Business at the University of Notre Dame. Her academic emphasis areas are management communication and entrepreneurship, topics on which she has presented numerous scholarly papers and published two text books. Dr. Karlson earned her Ph.D. from Michigan State University in 1994; her Master of Science in Journalism from Columbia University in 1985, and her Bachelor of Arts degree in Communications from Simmons College in 1984. She lives in Baltimore with her husband and son.

**FY 2007  
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Kim Schmidt  
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**INTRODUCING...**

**The Board of Directors for 2007 – 2008**

**President:**

**Lorrie Schenning** – Lorrie has lived in Harford County since she was 8 years old and attended John Carroll High School. She received her Bachelors Degree from Loyola College where she went on a basketball scholarship and later continued there to receive her Masters of Science in Finance. After working in Baltimore for three years, she was transferred to a Mercantile affiliate, Forest Hill State Bank, as a commercial loan officer. She is currently a Senior Vice President in charge of managing the Bank's lending division. In addition to CPWN, where she has been a member since 1998, Lorrie is a member of the Bel Air Rotary Club, the Principal's Advisory Council for John Carroll and a board member for Home Partnership, Inc. Lorrie lives in Bel Air with her three year old daughter, Alexandra and she is looking forward to her role as President of CPWN.

**Vice President:**

**Jennifer Lewis** - Jennifer is the owner of Lewis Web Creations, Inc., a website design company that specializes in small business and non-profit website design and maintenance, and has been in business since June, 2003. Her business recently moved into offices in Bel Air. Jen joined CPWN back in the fall of 2003 at the recommendation of a friend. Before she joined, CPWN did not have a website, and Jennifer took that opportunity to volunteer her services and get involved with the organization. The website, much like CPWN, has evolved tremendously in the past 3 years. Since then, Jen been serving on the board as a Member at Large and has been the Website Committee Chairperson for the past 2 years. She looks forward to serving as Vice President for an organization that has been so important to her both professionally and personally. In addition to CPWN, Jen serves on the board of the Greater Edgewood Education Foundation. She lives with her husband and three boys in Abingdon.

**Treasurer:**

**Mary Ann Bogarty** - Mary Ann Bogarty of Bay First Bank in Bel Air is currently responsible for establishing and managing banking relationships with business and consumer customers in Harford County. Mary Ann has spent the last fifteen years in community banking as a branch manager/lender, and currently as a vice president in business banking at Bay First Bank.

**GENERAL INFORMATION**

**MEETING RESERVATIONS:**

Tel: 410-297-9722  
On-line: www.cpwnet.org

**MEMBERSHIP DUES:**

\$85 Per Year

**MEETING SPONSORSHIP:**

\$40 plus Door Prize

**BUSINESS CARD ADS:**

3 Consecutive Months - \$45  
1 Year - \$150

**NEWSLETTER DEADLINE:**

10th of the month

CPWN welcomes member articles, news announcements, and non-profit event announcements. Items will be placed in the newsletter as space permits.

Please send all submissions to Renee McNally at renee@hrsolutionsource.com

Don't forget our reservation deadline is the Friday before the event at noon.

**CPWN  
2007 Event Calendar**

**SEPTEMBER 11, 2007**

SUSAN REIMER

“NOT EXACTLY WHAT I HAD IN MIND:  
ONE WOMAN’S ATTEMPT  
TO COMBINE WORK AND FAMILY”  
MARYLAND GOLF & COUNTRY CLUB  
11:30 – 1:30

SPONSOR: RENEE MCNALLY, SPHR  
HR SOLUTIONS, LLC  
MEMBERS \$20, NON MEMBERS \$25

**OCTOBER 9, 2007**

CPWN’S ANNUAL FASHION SHOW  
6:00 PM – 9:30 PM  
RICHLIN BALLROOM  
MEMBERS \$35, NON MEMBERS \$40,  
TABLE OF 10 \$300

Mary Ann was born and raised in Harford County. She attended college at University of Maryland where she received a Bachelor of Arts degree in Business Administration. In addition, she is a graduate of the University of Notre Dame with a Master of Arts degree in business management and a graduate of the 2002 Harford Leadership Academy. She resides in Jarrettsville with her husband Dan and dog Toby.

Mary Ann is very active in the community and serves on several local boards. She has been a member of CPWN since 2003. She currently serves as Treasurer of CPWN and serves on both the Membership and the Fashion Show committees. She enjoys being a part of such a dynamic group of women.

### **Secretary:**

**Renee McNally** – Renee has lived in Harford County for the past 12 years. After working in Corporate America in Human Resources Management, she decided to take a year off when her 3rd child was born. However, after a year, she was itching to get back to work and decided to start her own HR consulting firm – HR Solutions, LLC, which provides a variety of HR Services to small businesses. This was an ideal situation which allowed her to do what she enjoys as well as be there for her children. One of her first orders of business was joining CPWN and found it to be such a catalyst for her business that she felt compelled to become involved in the organization as well as help ‘spread the word’ and actively recruit members. She joined the newsletter committee over 2 years ago and has recently become the Chairperson. She joined the Board of Directors back in February of this year and is now serving as Secretary. In addition to CPWN, she is on the boards of The Entrepreneur’s Club of Baltimore/Harford Counties and the Susquehanna HR Association (SHRA). On the personal side, she is married to husband, Jim, for 10 years and has 3 children aged 9, 7, & 3 ½. When she’s not working, she spends her time shuttling her kids back and forth to gymnastic practice, soccer, and lacrosse!

### **Past President:**

**Laura Henninger** – Laura Henninger is an attorney and certified public accountant. Her practice is concentrated in the areas of estate planning, estate and trust administration, real estate law, and general business representation. She practices with her husband, Frank, who concentrates in the areas of criminal and traffic defense, domestic law, personal injury, and general civil litigation.

Laura is a founding Board member of CPWN, and has been actively involved with CPWN ever since, most recently as President. In addition to CPWN, Laura serves on the boards of The Arc Northern Chesapeake Region Foundation, Inc., Birthright Pregnancy Aid Center of Harford County, Inc., and St. John the Evangelist School.

Laura grew up in King of Prussia, Pennsylvania, and attended the University of Dayton and the University of Maryland School of Law. Laura and Frank have resided in Forest Hill since 1995, along with their three children, Joe, Nick, and Julia, and their dog, Clara. In her spare time, Laura enjoys reading, cooking, and driving her children to their many activities.

### **Board Members at Large:**

**Sandy Glock** – Sandy is currently the Director of Tax and Accounting at Atapco Financial Services in Baltimore. Atapco is a privately-held, family office which provides legal, tax, investment and accounting services to its clients. Sandy is also co-owner of the Open Door Café located, here, in Bel Air. The Café is a full service restaurant open for breakfast-lunch and dinner (dine-in or carryout) with a gourmet pastry and espresso bar and private meeting room facilities. The Café caters in-house and off site events, and most recently features incredible desserts by pastry chef, “Cakes by Stephanie”.

Sandy is one of the founding and charter members of CPWN, and has served as Treasurer of the group since its inception. She will be serving as a Board member this year and becoming more active with its committees, while turning over the fiscal responsibilities to Mary Ann Bogarty.

Sandy is also a member of the Harford County Chamber of Commerce, the Restaurant Association of Maryland, and the MACPA State Taxation Committee. She attends Trinity Lutheran Church in Joppa, where she and her husband, Bob, and four children worship and serve. The Glocks’ reside on Fork Road in Baldwin.

**Nancy Laudenslager** - Buying a Curves franchise in 2003 and becoming an entrepreneur started a rewarding new career and life voyage for Nancy. This aligned perfectly with her personal goals of being involved in a career that has an extraordinary impact in helping people attain a better quality of life. She chose the Harford County area to begin this adventure because she thought it would be a place where she would want to live and do business. After a year of business start-up, she was ready to become active in the community and decided that CPWN was an organization that was right for her. Shortly after joining, she became a part of the newsletter committee and then a board member. Currently, she also serves on the board of Family and Children Services and actively participates in the regional Curves co-op, which she helped form.

Life before Curves included a series of fantastic experiences as a dean of continuing education for 18 years at several community colleges. While at the colleges, she also had the opportunity to be ardently part of many fine organizations in the local communities.

Her personal balancing act includes constantly updating her skills and knowledge with certifications and courses in health and nutrition. She treasures spending as much time as possible with her wonderful son and daughter and precious granddaughter in PA. At home in Bel Air, she values her experiences with my spirited partner Tony and their two energetic Dalmatians. Cooking gourmet meals on occasion and riding her mountain bike are also fun. She says, “Life is good”!

**Kim Schmidt** - Kim has been working in the Sales Office for the Hess Hotels Group for the past nine years. Family owned and operated with five hotels; the Ramada Conference Center, Best Western Invitation Inn, and the Sleep Inn & Suites, all located in Edgewood; the Ramada in Perryville and the Sleep Inn & Suites in Emmitsburg, MD. She has been a member of CPWN for seven years, the Chair of the Membership Committee for the past two, and on the Fashion Show Committee for the past three years. She truly enjoys the friendships, the professional contacts, and networking opportunities that CPWN has to offer.

She and her husband, Jim have been married for 25 years and have two sons; David, 22 and Justin 19. She enjoys crocheting and watching old re-runs of the Andy Griffith Show and Little House on the Prairie; and is a huge "Days of our Lives" fan. She also attends Mountain Christian Church where her faith means a great deal to her.

**Patty Desiderio** - Patty Desiderio is the Founder and President of Patty's Gifts and Baskets LLC, a corporate gift consulting firm. She started her business in May of 2002. After 20 years of working as an Administrative Assistant for large companies such as Pollio Dairy, Nabisco Foods and Parks Sausage Co., a change was in order.

With almost two years in business, Patty joined CPWN and immediately became involved. A good match for Patty was to volunteer on the Fashion Show Committee. After two years volunteering on that committee she accepted a co-chair position for the 2007 Fashion Fundraiser.

Patty grew up in New York (and still has her accent to prove it). When she can carve out some time away from business she loves to travel, read and cook (especially making Italian cookies).

Patty's volunteerism since she started her business has been extensive. She has worked on the Marketing Committee for the United Way of Central Maryland. She has served over three years on the Advisory Board of Family & Children's Services of Central Maryland. She also works on the fundraising committee of FCS planning their events. For the past three years Patty has been a committee member and volunteer working on the Cherish the Child symposium, an annual event.

**Melissa Barnickel** - Melissa Barnickel is a CPA, (Certified Public Accountant), a CLTC (Certified in Long Term Care), a CSA, (Certified Senior Advisor), and a licensed insurance agent specializing in long term care insurance. During the past 19 years, she held positions as Controller, Vice President of Finance and Leader of LTC Sales for two different insurance brokerages, one of which specialized in long term care insurance. As a local operations executive for a national brokerage, she provided product assistance to agents and coordinated relations with insurance carriers. Melissa is Secretary of the Geriatric Assistance Information Network in Harford County, Chair of Financial Planning Committee for MD Association of CPAs; a Commissioner for Harford County Commission for Women, Advisory Board Member of Baltimore County Provider Council as well as a board member for CPWN. She also teaches accounting classes at the Small Business Development Center at Harford Community College.

On a personal note, Melissa lives in Jarrettsville area with her husband, Tom, and two daughters Jocelyn, Junior at Drexel University, and Lacey, a senior at John Carroll School.

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## **Finding Time: Blending Networking Into Your Life** (Continued from Page 1)

Some traditional networking tactics do take time, but shouldn't take much. Busy executives who excel at career management say they set aside only a few extra minutes a day -- but at least a few minutes a day -- to touch base with professional contacts.

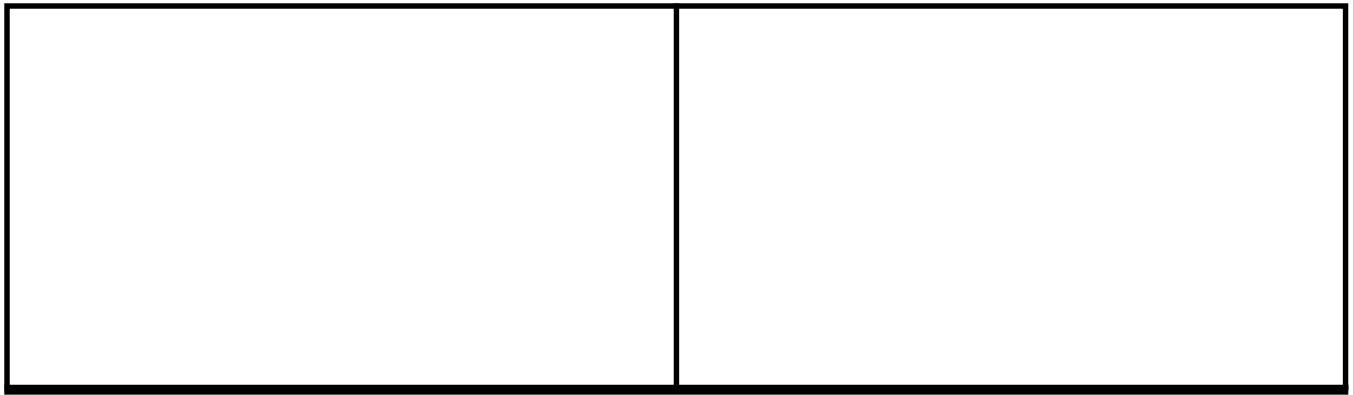
Tim Ayers, director of global services marketing for Tellabs, a communications company in Naperville, Ill., devotes about five minutes daily to call or email some of the approximately 900 people in his computerized database. They include colleagues, vendors and others he's worked with in the past.

He squeezes in the calls or emails first thing in the morning, which he says is best for talking to people overseas, or between meetings, or makes them from home in the evenings. "My schedule may have no more than a few open blocks and even then, people might be queued up waiting to talk with me," he says, "but I just make the time."

Mr. Ayers notes the benefits: When he lost his job in Chicago during the telecommunications meltdown in 2002, he found a new position through a networking contact. Talking with others regularly also helps him do his job better because it keeps him informed about trends and potential candidates for Tellabs openings, he says.

If you aren't making the time to network, ask yourself: Are you really so busy that you can't spare five minutes on something that's so beneficial?

Perhaps it's not just lack of time that's holding you back, but lack of confidence. It's unnerving to make calls when you doubt the person you're about to contact wants to hear from you. But when that nice email comes back, the anxiety melts away. Take some time and try it. Source: [www.careerjournal.com](http://www.careerjournal.com)



## NEW FEATURES –

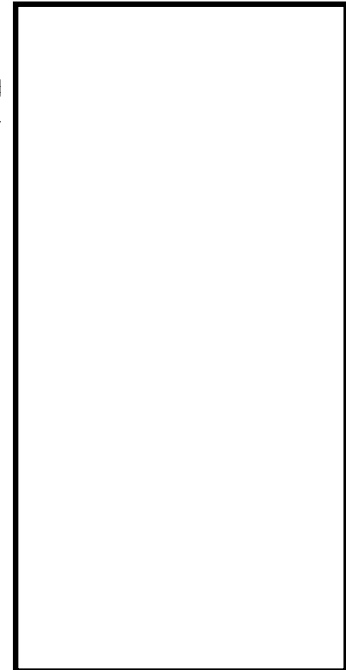
The newsletter committee would like to introduce some new features.

- Hopefully you are aware of the first one, the '**Best Business Question**'. See this issue to learn how to fire a client or participate in our new question of the month!
- Another New Feature will be the '**Entrepreneur of the Month**' – This will be a nomination process for the membership. Please see the nomination form in this issue!
- Then we will have new NEWSLETTER THEMES!

The newsletter committee would like to introduce the 'Themed' Newsletter. Each month we will focus on a particular topic. We would like to gather information, articles, tips, etc from members for these different theme months. Please look at the following list of themes to see if there is something you would like to contribute to that particular month. If so, please contact the newsletter committee member who is coordinating that specific month.

- **September** – IT/Web/Technology/E-Commerce – Sondra Starleper (jellybeanprinting@verizon.net)
- **October** – Sales & Marketing Tips – Sondra Starleper -(jellybeanprinting@verizon.net)
- **November** – Executive /Management - Renee McNally (renee@hrsolutionsource.com)
- **December** – Work/Life Balance - Mary Cogley (mcogley@cruiseplanners.com)
- **January** – Networking - Renee McNally - (renee@hrsolutionsource.com)
- **February** – Financial/Insurance - Melissa Harbold (Melissa.harbold@morganstanley.com)
- **March** – Travel - Mary Cogley (mcogley@cruiseplanners.com)
- **April** – Entrepreneurship – Lisa D. Fisher (lisafisherhomes@yahoo.com)
- **May** – Real Estate – Lisa D. Fisher (lisafisherhomes@yahoo.com)
- **June** – Mid Life Career Changes/2nd Careers – Nancy Laudenslager -(nlauden@crosslink.net)
- **July** – Human Resources - Renee McNally - (renee@hrsolutionsource.com)
- **August** – Customer Service - Nancy Laudenslager -(nlauden@crosslink.net)

If you're interested in joining the newsletter committee, please contact Renee McNally at renee@hrsolutionsource.com.



## Best Business Questions.... *How do you fire a client?*

How do you fire a client? This is a situation that everyone in business long enough will encounter, for various reasons, however it is always tough to determine the proper procedure that must be used. Several of our members have been kind enough to offer some brief stories that outline their experiences.

Greta Brand of Greta S. Brand & Associates, Inc., says that she has only had to fire one client. The client persistently held back payments for services, they were insulting to two of her registered dietitians, and they even wanted her to sign an agreement outlining an exclusive relationship with them (and none of their competitors.) To fire them, she explained that her company was heading into new areas of work, and that she would be glad to work them too, providing they understood the increased rates they would need to pay, the supportive roles they would be required to perform, and the additional time necessary for scheduling their events. The client did not call again.

Peggy Meyers of Roy J. Meyers Associates, LTD, also shared an experience where a longtime client began splitting business with a competitor, but still wanted to retain a relationship with Peggy's company. Peggy explained that she believes you can "fire" a client by raising fees, or tell someone you are moving in a different direction with your business, but reiterates a theme we heard from many members, that you should try to do business with clients that you are comfortable working with.

A lighter note, some anonymous suggestions that we received were, raise your prices until the client will use another vendor, and "take the client to the bar one night and let them see the real you."

Thank you to all of our members for your comments.

**This month's question: What are your Best Strategies for Referrals?**

We look forward to all of your feedback - Please send responses to melissa.harbold@morganstanley.com.





## CPWN August Member News

Mary Cogley has started a second enterprise. She is now a licensed Reverse Mortgage Loan Officer for Live Well Financial, a Richmond-based organization that specializes only in reverse mortgages. She is available to do informational presentations on reverse mortgages to senior centers, church groups, American Legions, VFWs, Red Hat Societies, individuals, etc. Her contact number is 410-679-8091.

Since 1893 the Paint & Powder Club has remained true to its mission of raising money for local charities with an annual theatrical production written, directed, and performed by its members. In addition to the proceeds from the show, the club raises funds through corporate sponsorship, ads in the show program book and the silent and live auction at the yearly President's Ball.

This year's show "Mustang Margie" with the combined proceeds from the other events, broke all previous records, and raised an astounding \$83,000 for the Maryland Conservatory of Music and the William S. Baer School.

The Office of Compliance Assistance Policy would like to bring to your attention compliance assistance news from the Internal Revenue Service:

The IRS has started a news service, e-News for Small Business. Distributed every Wednesday, it brings timely, useful tax information right to your computer.

e-News' convenient format will put IRS tax information at your fingertips. "Useful Links" brings you quickly to some of the most useful information on IRS.gov for large and small businesses and the self-employed.

To start your FREE subscription to e-News, just go to IRS.gov at <http://www.irs.gov/businesses/small/content/0,,id=154826,00.html>, type in your e-mail address and submit

## CPWN Fashion Show Committee News

The annual CPWN Fashion Show will be held October 9, 2007. The Fashion Show Committee is pleased to provide you, our members, with several opportunities to promote and advertise your business. Please consider at least one of the following opportunities to showcase your business at our most well attended event of the year!

Please note that all deadlines will be strictly adhered to and regrettably, no items will be accepted after those deadlines, nor will they be accepted the night of the event. We want to give you, the members, publicity for the items you so generously donate and we cannot do this without your cooperation with deadlines.

**Program Advertising:** Advertising space will be sold as follows: \$25 – business card size; \$50 – half page; \$100 – full page. Please see form on the web site and in the newsletter for details on ad dimensions. Ann Davidson (Key Title) is chairing this sub-committee. Deadline for ads is Friday, September 7th.

**Silent Auction:** We are looking for a wide variety of auction items including, but not limited to, gift certificates, gift baskets, sporting event or cultural event tickets, home décor, vacation stays, day at the spa, and whatever your imagination provides! Rose Zappa-Jehnert and Debbie Woolford are co-chairing this sub-committee. For more details please see form on the web site and in the newsletter for additional details. Deadline for donations is September 25th.

**Goodie Bags:** Goodie bags will be provided to all in attendance for the fashion show. MaryAnn Bogarty is chairing this sub-committee. Please plan for approximately 300 in attendance for this year's show. Deadline for goodie bag donations is September 25th.

**New fund raising opportunities:** We will have a raffle and would appreciate your support in selling raffle tickets. The cash prizes are: 1st prize - \$1000.; 2nd prize - \$500.; 3rd prize - \$250. Raffle tickets are 1 for \$5.00; 5 for \$20.00.

We will also have a \$5.00 board set up the evening of the fashion show. For \$5.00 you can pick a number from the board and you will receive the prize associated with that number. We are accepting donations for the board as well. Items under \$50 would be appreciated. If you have a business such as a restaurant or another type of store front, this is a good way to not only advertise your business, but also bring in more customers by donating a gift certificate.

Last but not least, we will be accepting donations of gently-used business attire and accessories which will go to Open Doors Career Center. These items are used by clients of Open Doors as they go to interviews to re-enter the work force. We will accept these donations the evening of the fashion show.

Fashions this year will be provided by: The Pink Silhouette, Ulla Popken and the Dress Barn. Jewelry will be provided by Prestige Gems, and eyewear by Parris Castoro.

The Committee is always available to answer any questions you may have. We appreciate your support. Part of the proceeds for this event will be donated to Open Doors and the CPWN Scholarship Fund.

Rose Zappa-Jehnert & Patty Desiderio  
Co-Chairs 2007 Fashion Show Fundraiser



**Melissa Barnickel**  
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**CPWN Member News**

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The Chesapeake Professional Women's Network, Inc.

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Renee McNally

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The CPWN Newsletter Committee

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rllarson@provbk.com

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**CPWN Member News Business Card Ads**

Please utilize the wide variety of CPWN Member services and products. CPWN would like to thank the members who support CPWN activities and the publication of this newsletter by advertising in the *CPWN Member News*!

Business card ads are \$45.00 for three months and \$150.00 for 12 months.

To place your business card ad, please contact Renee McNally at 443-243-4031, or email renee@hrsolutionsource.com.

Thank you!  
CPWN Newsletter Committee