



# Newsletter

DECEMBER 2012

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

## Happy Holidays

We welcome your input and ask that you send any feedback to the editor at [averbeten@gmail.com](mailto:averbeten@gmail.com)



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### December Sponsor: Stephanie Cassedy, Lincoln Financial Securities



Stephanie Cassedy has worked in the financial industry for five years, relying on her economics and legal background to eventually become a Branch Manager for Lincoln Financial Securities and owner of Financial Wellness.

Building her business on the foundation that we are all investors of time, energy, and resources, Stephanie is an advocate of encouraging investors of all levels to formulate a clear path to meet financial goals. This philosophy has provided the opportunity to work with young adults just entering the workforce, as well as established executives, small business owners, and entrepreneurs.

While Stephanie was earning her undergraduate degree in Economics and Geography with Environmental Planning in the early 1990's, she was often questioned about the lack of correlation between the two subjects. In today's global economy, however, knowledge of geographical issues has helped her to better understand issues abroad and how they might impact companies as well as financial markets.

Securities and advisory services offered through Lincoln Financial Securities Corporation, Member SIPC. Lincoln Financial Securities and Financial Wellness are not affiliated.



## Board of Directors

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## CPWN's Upcoming Events

### 2012 Holiday Party - 12/11/12

Celebrate the holidays with CPWN at our annual holiday party. This year's event will feature a delicious dinner buffet, complimentary beer, wine, and pomegranate martinis as our signature drink. Plus musical entertainment courtesy of Chris Sengstacke. Don't miss out on what is always one of our most fun events!

Event Time: 5:30-8:30pm

Sponsor: Stephanie Cassedy, Financial Wellness

Location: Beechtree

### 2013 January Networking Luncheon - 01/08/13

Don't miss our on an all-networking event at one of the area's newest restaurants, Marlin & Ray's!

Sponsor: Vicki Franz, I95 Business Magazine

Location: Marlin & Ray's

### 2013 February Luncheon - 02/12/13

Join us for one of our most popular events of the year- our annual Valentine's week luncheon at Bonefish!

Speaker: Stella Miller discussing "Mentoring Young Women"

Location: Bonefish Grill

### 2013 March Luncheon -03/12/13

This month's luncheon features one of our favorite speaker, Gerry Sandusky, with tips for marketing your business.

Speakers: TV and radio broadcaster Gerry Sandusky

Location: Richlin Ballroom



Rsvp: [www.cpwnet.org](http://www.cpwnet.org)  
Registration ends on Friday before the event

**Board Members At Large**

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*Thank you*

*The Board would like to thank our members who have joined committees and offered their time and energy by serving on committees.*

*Our Committees are what makes this such a wonderful association.*

*We look forward to the assistance you will bring in 2013.*



**Sponsorship Available for 2013**

CPWN has openings for the upcoming 2013 Networking Events  
This is a great opportunity to gain extra exposure for your business

If you are interested please contact Carolyn Evans

[cevans321@aol.com](mailto:cevans321@aol.com)

**CPWN Sponsorship Guidelines**

- ◆ Sponsorships cost \$150 and includes 1 event registration (please do not register for the event, as your 1 event registration is done automatically)
- ◆ You need to provide a door prize.
- ◆ You have exclusive use of table tops to put marketing material, promotional items, etc. Please arrive early to distribute the material.
- ◆ You have 5 minutes to speak/present. Please do not go over this time limit.
- ◆ Sponsors are featured in CPWN's newsletter. Please provide us with 250-300 words about your company. Someone from the newsletter committee will contact you the month prior to the event.

### 3 Ways to Make Employee Gifts More Meaningful

Posted by Lisa Evans

URL: <http://www.entrepreneur.com/blog/225015>

As the holiday season approaches, you may be thinking about employee gifts. While everyone appreciates a holiday treat, Cindy Ventrice, author of *Make Their Day! Employee Recognition that Works* (Berrett-Koehler Publishers, 2009) says holiday gifts and bonuses are now considered an entitlement in many organizations rather than a reward for hard work. "People bank on [their holiday bonuses]," she says.

"They plan their vacations, their gift giving, some plan it right into their income in terms of paying their bills. So, there is no appreciation element in many cases. They're not seeing it as the reward. They see it as a piece of their compensation," says Ventrice.

While Ventrice is clear that companies shouldn't do away with the holiday bonus, she argues that true recognition is not given through a one-time bonus check. Here are four things to consider when deciding how to thank your employees.

1. Include a personal message. "We often overlook the strength of written praise," says Ventrice. She gives the example of an employee who kept handwritten notes of praise for years, pulling them out when they needed a confidence boost. "When you take a little bit of extra effort to put it in writing, it pays you back many times over. People read that over and over again," she says.

Messages should include specifics about the employee's work and what was appreciated. They can be included in employee's bonus envelopes or made into a group experience, such as a message board handwritten notes highlighting at least one thing that you value about each employee.

2. Know your audience. Ventrice says it's difficult to come up with best practices when it comes to employee gifts because rewards will mean different things to different groups. Understanding what will make your staff enthusiastic is the first step in determining appropriate rewards.

"Know your staff -- who they are and what they're going to value," says Ventrice. While a white water rafting adventure may be the perfect team-building reward for a young, fun office, a formal dinner at a fancy restaurant may be more suitable for a serious work culture.

3. Offer non-monetary compensation. Ventrice surveyed over 200 employees from 98 companies to find out what rewards they valued the most. "Across all ages and cultures, time off was absolutely number one," she says. Flex time given for a specific accomplishment in the form of a longer lunch hour or going home early is a great way to show appreciation for a job well done.

The study confirmed that the cost of recognition awards has only minimal impact on employee perception of appreciation. Fifty-seven percent reported that the most meaningful recognition was free.

Other forms of recognition that scored high included opportunities to learn from senior staff or take a course that wasn't offered to everyone, and being given challenging assignments. "Programs run by managers who know what makes recognition meaningful and know how to provide it translate into higher engagement, retention, loyalty and productivity," says Ventrice.

## Committee Chairs

### **Ambassador & Membership**

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**www.cpwnet.org**  
**Membership Dues: \$85**

**Meeting Sponsorships**  
**\$150 Plus door prize**

## **Spring clean your business in December by Jim Blasingame**

[smallbusinessadvocate.com/small-business-articles/spring-clean-your-business-in-december-27472/3](http://smallbusinessadvocate.com/small-business-articles/spring-clean-your-business-in-december-27472/3)

Remember what your grandmother used to do after a long winter? She called it “spring cleaning.” The house was opened up to get the winter staleness out and everything got cleaned out, scrubbed up and aired out.

Let’s do the same thing for our businesses, but let’s do it in December. December Cleaning will give you the maximum opportunity to start 2013 with as little 2012 baggage as possible. Here are a few ideas to get you started.

**Throw stuff away:** Even if you’re not a pack rat, you’ve accumulated stuff you don’t use anymore. If you can’t sell it, give it away or throw it away, because it’s in your way.

**Ditch the digital:** Unused computers and other machines may have some value. Call a tech recycler and convert it into cash. Even if you donate it or throw it away, it’s out of your way.

**Retool the team:** The only thing worse than firing someone is letting an unproductive employee hold your team’s performance hostage for another year. You owe productive people the most effective organization possible, which often means you have to let the unproductive ones pursue their careers elsewhere.

**Clean out customers:** Reevaluate the profitability of customers and put them into four groups, from the most profitable As to the least profitable Ds. Worship the As, cater to the Bs, encourage the Cs and teach the Ds about self-service. When the cost of a customer’s expectations exceeds their profitability with you, they should be allowed to join your unproductive employees – elsewhere.

**Scrub inventory:** As with customers, take a new look at inventory by identifying the most profitable As to the least profitable Ds. Stock all the As, a few of the Bs and maybe a couple of Cs, but never let a D spend one night under your roof unless it’s paid for. Remember, profitable inventory management means just-in-time, not just-in-case.

**Sanitize accounts receivable:** Take the hit and write off uncollectable A/R now, so you can start January with a clean list. A/R write-offs are tax deductions this year, but become gravy if you collect them next year.

Each new year deserves to have the maximum opportunity to be successful, which means it shouldn’t be saddled with the baggage of last year’s obsolescence and bad decisions. By taking these steps you’ll be proving to yourself – and your banker – that you have the discipline to make critical decisions for which successful managers are known.

Write this on a rock...Smart managers spring clean their businesses in December.





## **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 safe house. 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.





### 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.

### Opportunity Open

CPWN is accepting proposals for D&O Insurance.

If you would like to submit an insurance quote for this coverage, please contact Renee McNally by email [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com)



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