



Newsletter

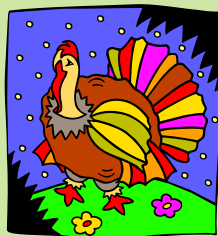
NOVEMBER 2012

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

CPWN Welcomes:

We welcome your input and ask that you send any feedback to the editor at averbeten@gmail.com

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The Chesapeake
Professional Women's
Network

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The CPWN Newsletter
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CPWN
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Bel Air, MD 21014

November Speaker: Mark Broomell, E-Moxley Data Solutions, Inc.



Mark Broomell, a social media and marketing professional, is a graduate of UMBC with his B.A. in Media Communication Studies. Hailing from Cecil County, he has kept up with the latest strategies involving marketing analysis and social media management since 2007. When he's not working in the office, Mark is an Eagle Scout still involved on a volunteer basis with the BSA as well as volunteering with the local Red Cross. Mark loves watching the Ravens and enjoys playing guitar, going to local shows, camping, and taking flack for remaining an Orioles fan.

E-Moxie is a full service website design and development company that takes pride in the success of its customers. We're not your dad's design firm and we don't farm out development work. We are fully staffed with creative thinkers, outrageous problem solvers and progressive developers.

Our main goal is not only to develop a fantastic-looking website for you but also to ensure that you are successful online. We do this by striking the perfect balance between design, marketing, development and promotion.

November Sponsor: Kathleen M. Walsh, President, JigSaw Marketing Solutions



Kathy has more than 20 years experience in strategic marketing, branding, PR and marketing communications. As owner of JigSaw Marketing Solutions, since 2002 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 I95 Business magazine and has written numerous articles for other trade, consumer, and business publications. She is also a regular speaker on topics including the power of PR, how to create a marketing plan, the importance of branding and 5 Minute Marketing™.

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Fashion Show Corner



It's over, can you believe it??? Another fashion show has come and gone, and another fashion show that has been a success, thanks to you, our members and friends! We will have more details on our total raised very soon.

I would like to take this opportunity to thank everyone that was involved in this year's fashion show. This type of event would be impossible if it weren't for all the great people that we had working behind the scenes. The fashion show committee makes my job as the chairperson not so difficult because of all the work they do. Thank you to those women who were there to help us out in so many capacities, whether that be making phone calls, finding silent auction items, coordinating with vendors, lending their computer knowledge or their creative insights. None of the contributions you made have gone unnoticed, believe me, each one of you are an asset to this committee and to the CPWN organization.

With Great Appreciation,

Kim Zavrotny, Chairperson



(Photos Courtesy of: 2012 B K Williams Photography)

CPWN's 14th Annual Fashion Show sends a special thank you to our handsome escorts for the evening.



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Our New Website Is Here!

Our new website has been in the works for a while now, and we are happy to announce its launch on Tuesday, October 9, 2012.

We are excited to bring you a updated and revamped website that is easy to navigate and user friendly. So, log onto our new site at www.cpwnet.org and take a look around.

If you can't login, If your account is not paid up to date, you will not be able to log in to your account. Please contact us at billing@cpwnet.org in order to get your account up-to-date.

How to Log in

You will find your member information in the Member section of our website.

Click on Member Log in on the top right of the website and enter your log in information. This information has been emailed to you. If you need assistance you can send us a message through the Contact Us page.

visit us at cpwnet.org

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

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.

Committee Chairs

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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

Small Businesses Don't Have Time for Social Media -- and Don't Track Results

Small business owners have jumped on the social-media bandwagon whole hog, a new study due out tomorrow shows. But appears many owners are buckling under the added social-media marketing workload.

Worse yet, most are doing social-media marketing in a vacuum, since they're not tracking results.

The study, from online-marketing firm Vertical Response, polled close to 500 of its small-business customers about their social-media use.

The data seem to indicate we're at a point where entrepreneurs definitely think they need to be in social media. CEOs are pouring more time and money into it — nearly half spend over six hours a week at it, and another quarter of respondents spend six to ten hours posting to various social-media sites.

But one-third of the business owners said they'd like to spend less time on it, likely an indicator that results are disappointing. If social media marketing was stampeding clients in the door, who would want to cut back?

Yet marketing budgets for social media are exploding. Four times as many owners said they are increasing their social-media marketing budget as said they are decreasing it. Maybe that money will pay to outsource more social media work and free up CEOs' time.

What do business owners do in social media? Mostly Facebook updates — two-thirds are regulars on that platform. About half are regular users of Twitter. Google+ and Pinterest have yet to catch on with small business owners in a big way.

One point that surprised me: Half of the business owners said they never use LinkedIn. Since many respondents are solopreneurs, I think that's a mistake.

My experience as a solo owner of my own freelance writing and coaching business is that LinkedIn is the online phone book for hiring solopreneurs. Heavyweight companies do searches on there every day, looking for providers to hire.

Seems foolish not to have a presence on LinkedIn, especially when the platform demands so much less of you than Facebook or Twitter. A weekly status update and maybe a few questions answered or comments made in groups, and you're good. But only six percent of owners said they're on LinkedIn once a week, and others were there even less.

One of the big problems facing many owners is lack of quality content to share with their social media peeps — and lack of time to create that great stuff that viral dreams are made of. Only just over half the owners reported they have a blog, which makes you wonder what the others are sharing that builds their brand (hopefully not nothing but "buy our stuff now!" type messages).

The bloggers reported they spend hours on their posts — 45 percent said one to three hours a week, and 16 percent more than three hours. Finding good content to share in social media was the biggest time commitment of any social-media task, in the survey.

What's the return on investment for all this time? Most businesses don't know. Only 36 percent said they use paid analytical or scheduling tools.

That means a lot of tweeting and posting in the dark, without a clear sense of whether the social-media activities are helping to build lead lists, bring in new clients, or close more sales. Or of which forms of social media activity are more worthwhile.

In all the frenzy — and all the distraction of social media, with its funny videos and cute pet pictures — some businesses may be losing track of the point.

This article is available online at:

<http://www.forbes.com/sites/caroltice/2012/10/31/small-businesses-dont-have-time-for-social-media-and-dont-track-results/>

NON PROFIT EVENTS

November 3, 2012 -Pro Bono Day Legal Clinic

9:00 a.m. to 12:00 p.m. at the Legal Aid Bureau, Northeast Office 103 South Hickory Ave., Bel Air MD 21014 for more information contact 410-836-8202

November 10, 2012

The Fourth Annual Heather L. Hurd 5K Run and 1 Mile Fun Walk takes place Saturday, November 10, at 9 a.m. at Harford Community College. The race, on a USA Track and Field Certified Course, 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. Tim Hartley of WXCY-FM will serve as master of ceremonies. The Ravens' mascot, Poe, will also be on hand for the festivities.

The registration fee for the race is \$20 per person in advance and \$25 on race day. The cost is \$10 for those under 18 years of age accompanied by a registered adult. Harford Community College is located at 401 Thomas Run Road in Bel Air. For more information, visit harford.edu/heather or call 443-412-2449.

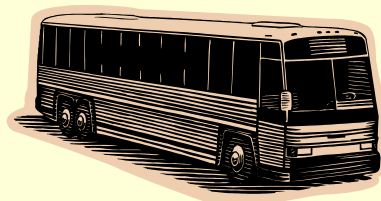
Do you know of a non-profit event?

Contact Amy Verbeten
averbeten@gmail.com

REGISTRATION REOPENED

NCY BUS TRIP ON DECEMBER 7

PLEASE GO ONLINE AND RESERVE YOUR SEAT TODAY



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

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.

Upcoming Events

November Luncheon
Bayou Restaurant - Havre De Grace
November 13, 2012
11:30 a.m. To 1:30 p.m.

NYC Bus Trip
December 7, 2012
7:00 a.m. to 11:00 p.m.

December Holiday Party
December 11, 2012
Beechtree - Bel Air

Rsvp: www.cpwnet.org
Registration ends on 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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