



Newsletter

JULY 2012

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

WELCOME to the all
new E-Newsletter!

We welcome your input
and ask that you send
any feedback to the
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This Issue:
Telecommuting



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The Chesapeake
Professional Women's
Network

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The CPWN Newsletter
Committee

CPWN
PO Box 654
Bel Air, MD 21014

CPWN Welcomes

Speaker: Angie Barnett



Angie joined BBB | Greater Maryland as president & CEO in 2006 after serving in executive roles for non-profit organizations and one of the state's largest business advocacy associations, the Maryland Chamber of Commerce.

After graduating with advanced degrees in Sociology, Angie focused her energies to serve communities at risk through innovative programs and services. Angie's passion for service, community and marketplace trust is evident in her work with BBB.

Angie made Maryland her home after moving "north" from her home state of Arkansas. She has one daughter who lives in Dallas. In 2010, Angie was named the Brava! Women in Business Woman of the Year by SmartCEO magazine.

Sponsor: Wendy Lee



Wendy Lee is the co-owner and office manager of Susquehanna Spine & Rehab, where her husband Dr. Shawn Lee practices chiropractic, physical therapy, massage therapy and wellness. With her husband by her side to support her, Wendy has mastered techniques critical to running an office. Wendy's first priority and full time passion is being a mother to Angelina (10), Mya (7) and Gianna (6). During the hours that Wendy is not accomplishing several demanding tasks at work, she is marketing to the public what a difference chiropractic care can make as it did in her life.

Wendy is an active member of the community as it is the goal of her and her husband to make Harford County the healthiest and happiest community around by treating all manners of pain and injuries, while promoting overall health and wellness. Wendy's husband, Dr. Shawn Lee has treated patients aging as young as merely a few days old to patients who have hit the century mark in their lives. Dr. Lee treats patients suffering from back and neck pain, headaches, knee and shoulder pain, car accidents, sports injuries, work accidents, chronic ear infections, colic, arthritis, weight loss and nutritional issues, carpal tunnel syndrome, TMJ problems, thoracic outlet and more.

Wendy was not only Dr. Lee's first patient but also his inspiration for becoming a doctor. Wendy was suffering from severe pain from a four year old injury when they met and married in undergrad. Dr. Lee was deciding his career path and chose chiropractic with the goal of finding the cause and eliminating Wendy's pain, which he did!

Wendy says the best part about her job is telling people about the miracles that happen in their practice and to help those who are in pain find the help they need. Shawn has dedicated his life to helping everyone have a healthy, pain-free life and Wendy has dedicated hers to helping him do just that. Susquehanna Spine & Rehab

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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.

Telecommuting Advantages for Employers

What's the big deal about telecommuting and why is it getting so popular? For many business owners, the advantages associated with telecommuting have had a huge impact on business outcomes. Here's why . . .

If you ask employees what they think about telecommuting you get glowing reviews.

Employers (and small business owners in particular) are less sold on the idea. But it turns out that telecommuting is often a win-win situation with advantages for employers as well as employees.

The success of a telecommuting arrangement is largely predicated on mutually-agreeable ground rules. If the employee sees telecommuting as a way to watch TV in his pajamas all day, the arrangement will inevitably end in disaster. On the other hand, if the employer expects his telecommuting employee to be available for work-related issues at all hours of the day and night, the arrangement can be equally problematic.

But if you are careful to communicate your expectations to your employees, you can receive several benefits from employees who telecommute.

Employee productivity. Study after study has shown that the vast majority of telecommuting employees experience higher levels of productivity than they did when they worked in a 9-to-5 office environment. Telecommuters typically invest more time and focus on their jobs, partly because they are no longer exposed to lengthy commutes and office distractions.

Hiring options. In most small businesses, the logistics of hiring an out-of-town employee is cost prohibitive. Telecommuting expands your hiring base by enabling you to employ individuals without consideration of their geographic location. A geographically diverse staff can actually be beneficial in helping you expand your business into new territories.

Less office space. Office space isn't getting any cheaper these days. By allowing a portion of your staff to telecommute, you can significantly reduce your space requirements. If telecommuters are expected to periodically work in the office, you can still save money by coordinating schedules to take advantage of shared office space.

Staff continuity. Dual income families have become the norm in the American labor force. When a spouse is transferred or takes a new job in a different city, the other spouse follows. Instead of losing the investment you've made when an employee's spouse is transferred, telecommuting allows you to continue the employment relationship and ensure continuity in your staff.

Worker satisfaction. There's no denying the fact that workers love telecommuting. Satisfied employees do a better job on a more consistent basis. Even better, job satisfaction often translates into fewer compensation demands and longer terms of employment.

<http://www.gaebler.com/Telecommuting-Advantages-for-Employers.htm>



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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

SARC's Third Annual Rising Above It Hot-Air Balloon Festival

Looking to have fun while also supporting a good cause? Hold September 21-22 on your calendar for SARC's Third Annual Rising Above It Hot-Air Balloon Festival.

The Balloon Glow Gala, sponsored by Harford Mutual, takes place Friday, September 21, from 7 to 11 p.m. at Maryland Golf and Country Clubs. Eight hot-air balloons will be inflated and will "glow" (weather permitting) during the evening.

Saxon's Diamond Centers is donating a specially designed ruby ring (valued at \$3,000) that will be given to the person who "purchases" the key that opens the vault in which it will be displayed that evening.

A live auction features a sports package; weeklong stays in condominiums in Florida and Myrtle Beach; a meal prepared by a local chef in the winner's home; hot-air balloon ride for two; and a his-and-hers package featuring golf and spa activities.

Tickets cost \$125 per person and must be reserved in advance by visiting www.sarc-maryland.org.

The next day, Saturday, September 22, is Family Fun Day at the Harford County Equestrian Center from 11 a.m. to 6 p.m., rain or shine.

Sponsored by Booz Allen Hamilton, Family Fun Day features a mix of activities for kids and adults including three stages with entertainment, horse rides for kids (additional fee), scavenger hunt, interactive art activities, moon bounces, face painting, Mr. Twister Balloon Man, hula hoop entertainment and more.

A hot-air balloon "hare and hound race" is scheduled to lift off at 5:30 p.m. (weather permitting). In addition, the RE/MAX hot-air balloon will be available from 3 to 5 p.m. for guests to learn more about how a hot-air balloon works, inflates and stays in the air.



Tickets for Family Fun Day cost \$5 per person (kids 5 and under are free) and may be purchased at www.sarc-maryland.org or at the gate.

The board would like to remind our members of the Event Pay Policy.

- ◆ Members and Guests must register for events by 12 noon the Friday prior to the event.
- ◆ Members and Guests must also cancel their reservations by this time as well if they are unable to attend.
- ◆ We apologize for any inconvenience, however the restaurants and locations where we hold our monthly meetings require a firm headcount by the Friday before the event.
- ◆ Thank you for your understanding and cooperation.



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Small Business Owners Are Staying Connected To The Workplace Even During Summer Vacation

Written by Resources for Entrepreneurs Staff

Technology is enabling small business owners to work remotely and maintain an office presence while they are away on vacation, sometimes for as long as a month.

There was a time when small business owners refused to take a personal vacation because it required them to disconnect from the workplace. But rather than refusing their summer vacations, one in two small business owners is leveraging remote office technology to stay connected with the office.

According to a new Cisco WebEx survey, small business owners plan to work remotely for an average of 18 days this summer. Technology has even advanced to the point that some small business owners (15 percent) plan to work remotely for 36 days or more, and half of small business owners will work remotely for at least two weeks.

"The results demonstrate the extent to which telephone and video conferencing have become ingrained in the work habits of small business owners, since nearly half of the survey respondents say traditional, in-person meetings are becoming less relevant," said Glenn Bray, senior director, Cloud Collaboration Applications Technology Group, Cisco.

"It's clear small business owners need to stay 'connected' to the office, even during the summer vacation season, and so we've given them the tools to not only meet, but also easily and efficiently manage content relevant for those meetings wherever they happen to be."

There are important telecommuting advantages for employers and many business owners are also encouraging the use of remote technologies among their employees. One in four small business owners (23 percent) report that their companies regularly utilize telecommuting, and 13 percent offer employees reimbursement for laptops, mobile phones and tablets.

Although the ability to take a vacation is nice, the driving force behind the rising adoption of remote work technologies appears to be convenience. Nearly a third of business owners say they appreciate year-round remote workplace opportunities because in-person meetings go longer than planned and a quarter of owners prefer to avoid the hassle of organizing attendees' schedules.



<http://www.gaebler.com/News/Small-Business-Technology/Small-Business-Owners-Are-Staying-Connected-to-the-Workplace-Even-During-Summer-Vacation-900000175.htm>

Shop With a Purpose at Hope in Handbags

Harford County-based non-profits Harford Family House and SARC will host the 4th Annual Hope in Handbags Silent Purse Auction and Retail Sale on September 20-22, 2012.

[Bel Air, MD] July 3, 2012—From Thursday, September 20 through Saturday, September 22, 2012, Harford County fashionistas will have the chance to purchase new and gently-used designer handbags at a fraction of their retail cost through Hope in Handbags, a fundraiser sponsored by Harford Family House and SARC. All proceeds from the event will benefit the two area non-profits that primarily provide services to local women and children.

Hope in Handbags kicks off Thursday with a “Denims and Diamonds” preview event from 5:00 p.m. to 8:00 p.m. at the Bel Air Reckord Armory. For a donation of \$5, attendees get the first chance to purchase from hundreds of available handbags while enjoying wine tastings courtesy of Mt. Felix Winery and the vocal styling's of the Deer Creek Chorale. The kick-off event, chaired by LuAnn Bane, coincides with the town of Bel Air's monthly Ladies Night Out, and event organizers are encouraging attendees to pair jeans and “bling” for what is sure to be a fun-filled evening of shopping and friends.

On Friday, September 21, doors at the Armory will be open from 11 a.m. to 6:00 p.m. while visitors will have from 11 a.m. to 3:00 p.m. Saturday to peruse and shop from the available handbags. Last year's event featured more than 2,000 handbags, some valued at up to \$1,000 each, which were priced from \$5 and up. Popular brands such as Coach and Vera Bradley will be available as will handmade purses from Africa that benefit women's industry in that country. There will also be purses donated by local celebrities including TV personalities and politicians.

This year's event will once again feature both handbags for immediate purchase as well as 100 silent auction purses donated by sponsors and filled with goodies such as gift cards, jewelry, wine, spa products and more. All silent auction items will also feature a “Buy It Now” price for those who don't want to chance missing out on a purse they love. Finally, raffle tickets will be available all three days of the event for a Louis Vitton handbag and matching wallet valued at \$1,700 and donated by Saxon's Jewelers in Aberdeen.

New this year, Hope in Handbags is partnering with the Downtown Bel Air Alliance on two initiatives. Beginning September 1, area residents will be able to pick up a “Purseport” and by visiting and getting stamps from the nine local retailers showcased on the card will be eligible for an extra 20% discount on any Hope in Handbags purchase. Also, on Thursday, September 20 participating area bars will designate one Ladies Night Out Purse Auction drink and will donate \$1 of the purchase price to the fundraiser.

According to Harford Family House executive director Joyce Duffy, Hope in Handbags is currently actively seeking purse donations as well local businesses to sponsor this year's event. New or gently used purses can be dropped off at any of the following collection points: Curves of Bel Air, Jones Junction Toyota, Susquehanna Bank in Forest Hill, Harford Family House, the Havre de Grace Tourism & Visitor Center, Long & Foster, Rapid Refill and the YMCA at Box Hill (see website for more details).

For additional sponsorship information, to peruse six special filled purses available exclusively on the website or find out more about any of the activities, visit the event website at <http://harfordpurseauction.com>.



NON PROFIT EVENTS



Home Runs for the Homeless—August 15th

This event is Harford Family House's alternative to the traditional golf outing. Held in August, teams of 4 are able to take their turns at bat at Ripken Stadium, home of the Aberdeen IronBirds. Each team member gets 15 at-bats. The team with the longest yardage is declared the winner and gets a team trophy and bragging rights for the year. Congratulations to Frito Lay, the 2011 Home Runs for the Homeless Champion! Save the date of August 15, 2012 for the next opportunity to show off your batting skills! Teams and sponsor opportunities are available for the 2012 Home Runs for the Homeless event. Please contact Mary Barry: mbarry@harfordfamilyhouse.org for more information.

Shred It Day—August 18th

Remove all your paper clutter! We are hosting our annual Incred-a-Shred Day from 9:00 a.m. – 1:00 p.m. at our Bel Air Branch on August 18, 2012 located at 410 S. Atwood Road, Bel Air, MD 21014.

Joe the Monkey's Birthday Bash – August 18th

Please join Joe the Monkey at his Annual Birthday Bash at Point Breeze Credit Union. Joe is the lead singer in the Money Mammal band that teaches children to "Share and Save and Spend Smart Too". First 100 children receive a goody bag, available while supplies last. Point Breeze Credit Union, Bel Air Branch, 410 S. Atwood Rd. Bel Air, MD, 21014, August 18, 9 a.m.- 1 p.m. Ages: Infant- 11, 410-771-3850 ext. 282, www.pbcu.com/news.

Purse Auction—September 20th, 21st, and 22nd

A unique event to benefit Harford Family House and partner agencies. The third annual Purse Auction was held in September 2011. The fourth annual Hope in Handbags Purse Auction is scheduled for September 20, 21, and 22, 2012 at the Bel Air Armory. Sponsorship opportunities are available! Stay tuned for more details!

Do you know of a non-profit event?

Contact Amy Verbeten
averbeten@gmail.com
CPWN Newsletter Editor



Fashion Show Corner:

Raffle tickets are ready!! Be sure to get your tickets to sell at our July meeting. We would ask that all members help us sell the tickets. This will help us help our charities and make us able to help other women even more than we have in the past. Questions about the raffle or the incentive program can be directed to Jeannette Stancill at Jeannette@MD-PAHomeLoans.com.

Also, this year we are working the silent auction in conjunction with the raffle ticket sales. Be sure to get your copy of the incentive program that we are running (hint - the grand prize of the incentive program is your next CPWN membership is free!!). Any member can help us collect or donate silent auction items and any value is accepted. Please help us make this year's event an awesome one!

We are still in need of models and fashion committee members. Please contact Marilyn Eben at marilyneben@comcast.net

If you have any questions about the fashion show, please contact:
Kim Zavrotny at 410-343-3000
or monkton@evansfuneralchapel.com!

Remember to "like" us on Facebook at CPWNFashionShow!



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

July Luncheon
La Banque de Fleuve, Havre de Grace
July 10, 2012
11:30 a.m. to 1:30 p.m.
Speaker: Angie Barnett, Better Business Bureau
Sponsor: Wendy Lee, Susquehanna Spine & Rehab

August Breakfast
Open Door Café, Bel Air
August 14, 2012
8:00 a.m. to 10:00 a.m.

Rsvp: www.cpwnet.org
Deadline is 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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