



Newsletter

JANUARY 2013

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

Happy New Year!

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
PO Box 654
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January Sponsor: Cindy Jacobson, I95 Business Magazine



I95 BUSINESS is the region's leading B2B publication. Delivering 8,500 print subscriptions by direct mail, plus an additional 8,000 digital subscribers in the Baltimore Metro, a single issue has a reach to 50,000 business professionals and key decision makers. (Note: Baltimore Business Journal prints the same number of copies.) Published bi-monthly, profiles include thought leaders, influencers and successful businesses and the people who run them.

Readers find compelling stories about local professionals and businesses, which provides important connections to industry leaders.

INBOX includes press releases on business accomplishments and awards, virtually the only place to find such information. The recent October issue featuring Major General Ferrell, commander at APG, added a new level of reach, positioning I95 BUSINESS as a communicator for the Defense industry, especially in the APG and Hunt Valley corridors. We deliver I95 BUSINESS to all the DoD contractor offices, both inside and outside the Gate.

The February issue will focus on Women in Business. The power of a story about you in this issue will reach beyond your local network, providing your business exposure and prestige. Contact Cindy Jacobson to find out more about Brand Building Packages. Deadline for stories is January 11.

I95 BUSINESS is also sponsoring Women in Business luncheons. The next one is scheduled for January 22nd and registration is available on the website, www.I95business.com/events.

For information on I95 BUSINESS, contact Cindy Jacobson, cinjac@comcast.net, 410-666-8254.

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CPWN's January Networking Event

January 8th 11:30am

Start the New Year off right! It's back to business. Our January meeting is all networking. Join fellow CPWN members and guests at the new Marlin & Ray's on January 8th. Re-connect and start the new year off with a bang!!!!

Sample menu:

Salad with 3 dressing choices

Cornbread

Choice of:

Petite Sirloin

Herb Crusted Tilapia

Chicken Parmesan

Pasta with Alfredo Sauce and Vegetables

And more

Dessert:

Homemade Key Lim Pie
(signature pie)

Coffee, Tea, & Soft Drinks



Remember it's back to work! Happy New Year come out and join us!

Registration closes at noon on Friday January 4th.

Board Members At Large

Andrea Kirk

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Win a \$50 Visa Gift Card

CPWN members have an opportunity to be entered into a drawing to win a \$50 visa gift card!

How to enter:

- ◆ Bring a guest and your name will be entered into our prize jar ONE entry for every guest you bring with you to any CPWN event during January, February, and March.
- ◆ When your "guest" joins CPWN (prior to our April meeting) your name will be entered THREE more times to win!
- ◆ The drawing will be held at our meeting on April 9, 2013.

Win-Win for You and Your Guest:

Any guest that attends a CPWN event and signs up before the next meeting will receive \$10 off their membership dues for the year.

It's a great time to join CPWN!
For more information Contact Bev Smith:
BevSmith@remax.net / 410-459-4483.



CPWN's Upcoming Networking Events

February 12, 2013 Speaker Stella Miller

Join us for one of our most popular events of the year- our annual Valentine's week luncheon at Bonefish! Our speaker this month is Stella Miller, she will be discussing "Mentoring Young Women"

March 12, 2013 Speaker: Gerry Sandusky

This month's luncheon features one of our favorite speaker, Gerry Sandusky, with tips for marketing your business. Our speaker this month is a TV and radio broadcaster, Gerry Sandusky.

Rsvp: www.cpwnet.org

Registration ends on Friday before the event at Noon.

The 6 Laws of Small Business Advertising Success

Written by: Darrell Zahorsky,

<http://sbinformation.about.com/cs/advertising/a/aa022303a.htm>

1. Use One Message: A high response rate ad usually conveys a single message. NordicTrack's message of the "World's Best Aerobic Exerciser" was simple and compelling. Your small business advertising needs to quickly communicate its core message in 3 seconds or less. If you are fearful and overwhelmed by technology, which computer book do you buy? "DOS for Dummies" began a best-selling phenomena because its message was easily understood and to the point.

2. Add Credibility: It has become human nature to distrust advertising. Claims need to be real and credible. Roy H. Williams, best-selling author of the "Wizard of Ads" says, "Any claim made in your advertising which your customer does not perceive as the truth is a horrible waste of ad dollars."

NordicTrack added enormous credibility from a University of Wisconsin-LaCrosse research study, ranking the cross-country ski exerciser first in the areas of weight loss, body fat reduction, and cardiovascular fitness. Ivory soap's advertising success was attributed to its credible statement that ivory soap is the 99-44/100% pure.

3. Test Everything: Large businesses have a greater margin to waste capital and resources without testing advertising. Small businesses do not have the luxury. Use coupons, codes, and specials to measure the headline, timing, and placement of your ad. Test only one item at a time and one medium. Testing can be as simple as asking every customer for several weeks how they heard of your business.

4. Be Easy to Contact: Every single brochure, box, email and all company literature should have full contact information including: website and email address, phone and fax numbers, and company address. It seems simple but is forgotten by most companies. At NordicTrack, every box a ski machine went into had full contact information and the "World's Best Aerobic Exerciser" tagline. Be everywhere.

5. Match Ads to Target: Successful business advertising speaks to one target market only. At NordicTrack, the ads were tailored to each market. An ad in a medical publication preached the cardio-vascular benefits of cross-country skiing to heart patients. Ads in women's magazines discussed the weight-loss and calorie burn from cross-country skiing. Focus the message to the target group.

6. Create Curiosity: Successful business advertising does not sell a product or service. NordicTrack's ads sold the free video. Once a potential customer watched the video, they contacted the company for more information. The end result, millions of dollars of sales. Create ads that generate interest and make the customer want more information.

Having a poor response is not the medium's fault. Often the problem is the message. Small business advertising is not a quick fix solution to marketing your company. It takes planning, testing and constant exposure to have an impact on your small business. Done correctly, small business advertising can be a winning strategy.



Committee Chairs

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Bev Smith
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Meeting Sponsorships

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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

2013 CPWN Sponsorship Guidelines

- ◆ Must be a member in good standing (annual dues paid, no outstanding invoices).
- ◆ Your sponsorship may be used to promote the business that employs you, or that you own (in whole or in part).
- ◆ Sponsorships fee is \$150 (unless designated a special event) and includes 1 event registration (***please*** do not register for the event, as your 1 event registration is done automatically).
- ◆ Sponsorship fee is to be paid in advance of the sponsored event.
- ◆ 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.
- ◆ All sponsorships are subject to approval of the Board of Directors of CPWN.
- ◆ Sponsorship guidelines are subject to change by the Board of Directors of CPWN.
- ◆ Sponsorships are offered on a first come-first served basis.

Contact: Carolyn Evans, cevans321@aol.com, to arrange your sponsorship.

CPWN 2013 Sponsor Opportunities- Open

(dates, locations and speakers subject to change)

- ◆ March 12 lunch – Richlin - Gerry Sandusky (confirmed)
- ◆ March business card exchange – Half Pints – date to be determined
- ◆ April 9 breakfast – MaGerks – Tom Sadowski (confirmed)
- ◆ May 14 lunch – Swan Harbor – Speaker to be determined.
- ◆ May new member reception – date and location to be determined.
- ◆ June 11 lunch – Geneva Farms – Health Care Panel
- ◆ June 18 evening business card exchange –HCC Hays Heighe House – Chocolate Happy Hour
- ◆ July 9 breakfast – date and location to be determined
- ◆ August 13 evening - date and location to be determined
- ◆ October 8 – evening – fashion show **MUSH PURCHASE SPONSORSHIPS FOR FASHION THROUGH FASHION SHOW COMMITTEE**
- ◆ November business card exchange - date and location to be determined
- ◆ November 12 - luncheon – HCC Nursing School Dr. Goliday (confirmed), Upper Chesapeake Cancer Center (not confirmed). Location to be determined.
- ◆ December 10 holiday party – evening - location to be determined

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.



Opportunity for Proposal 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



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