



Newsletter

APRIL 2013

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

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



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CPWN
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April Speaker: Tom Sadowski, The Economic Alliance of Greater Baltimore



Tom joined the Economic Alliance in January of 2006 to manage the Region's response to the 2005 Department of Defense Base Realignment and Closure (BRAC) initiative. Since then, he has coordinated regional marketing efforts and reached more than 15,000 defense industry executives and military personnel. His work has helped foster expansion of firms such as Booz Allen Hamilton, CACI, L3, MITRE Corporation, Raytheon and SAIC. As President and CEO, he has increased the Alliance's involvement in business expansion and relocation, public/private partnership, higher education, entrepreneurship, tech commercialization and strategic marketing initiatives.

He also launched the Alliance's Promoting Greatness and Pride of Greater Baltimore campaigns, celebrating the region's key industries, community leaders and champions in the business community.

Prior to the Economic Alliance, Tom served as Executive Director of Economic Development for Harford County, Maryland and as Business Development Director in Baltimore County, Maryland. During that time he led the 2005 BRAC win for Aberdeen Proving Ground (APG); published and implemented a regional technology development plan; helped develop a redevelopment strategy for the US Route 40 Corridor; and brokered major development projects including the new Battelle Eastern Science & Technology (BEST) Center in Aberdeen and the 2 million square foot Government and Technology Enterprise (GATE) Office & Technology Park at APG. Overall, his efforts resulted in four successive bond-rating upgrades for Harford County. His efforts in Baltimore County resulted in new campus headquarters for T. Rowe Price, Bank of America, and the US Centers for Medicare and Medicaid Services (CMS).

In 20 years, he has brokered transactions exceeding \$10 billion in value, resulting in approximately 60,000 jobs. Tom received the Baltimore Business Journal's "Top 40 Business Leaders Under 40" award in 2001 and has been recognized by the Greater Baltimore Technology Council as a "Believer in Technology". Tom is an active member on various boards focused on economic development, entrepreneurship and education, and was most recently appointed to the Governor's Federal Facilities Advisory Board and The Upper Chesapeake Health Foundation Board. Tom is a graduate of the University of Maryland Baltimore County (UMBC), is a proud father and a twelve-year cancer survivor. He, his wife Melissa and his three sons currently reside in Street, Maryland.

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April Meeting Sponsor: Advanced Eye Care



We are proud to be Harford County's eye care professionals focused on providing the best eye care and aesthetic services available to you and your family. Our commitment is not just in meeting your expectations, but exceeding them. Our practice specializes in the detection and treatment of many eye disorders to include cataracts, glaucoma, macular degeneration and dry eye syndrome, as well as iLasik surgery.

The Advanced Eye Care team is led by ophthalmologist, Dr. Lisa Feulner. Widely respected in the community for her expertise as a comprehensive ophthalmologist, cataract and refractive surgeon as well as a cosmetics surgeon, she is dedicated to providing patients the highest level of comprehensive eye care in a professional, compassionate and caring manner.

At Advanced Eye Care, you will receive one of the most comprehensive eye exams possible allowing us to quickly detect any signs of disease or abnormalities early on, while they are easiest to treat. Our optometrists use technologically advanced equipment to make your exam as comfortable and easy as possible. Rest assured, we take the time to explain our testing process, so you can completely understand your current eye health. This kind of regular preventive care is critical for preserving clear, healthy vision throughout your life.

At Advanced Eye Care, our full service optical boutique make it easy to enjoy the latest designer eyewear. We offer a wide selection of the finest quality and most popular designer frames at affordable prices. Our professional certified opticians have extensive experience in helping our patients select frames and contacts lenses that suit their individual style and needs. Our opticians work direct with the doctor to make sure your glasses or contacts give you the best vision possible, that's the Advanced Eye Care difference.

We believe that you deserve to look great and feel beautiful. The aesthetic offerings at Advanced Eye Care can make you look and feel more youthful without surgery or down time. Choose from such minimally invasive cosmetic options as Botox, Refirme Laser skin tightening and wrinkle reducing treatments, dermal fillers like Juvederm and Radi-esse or skin care systems like Obagi. Whether to enhance your appearance or renew your sense of well-being, Advanced Eye Care is committed to helping you enhance your appearance.

We know what your eye health and appearance can mean to your quality of life. We are committed to excellence while providing in-depth personalized eye care to the entire family.



Board Members At Large

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Bev Smith

Re/Max American Dream
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CPWN's Upcoming Networking Events

April 9, 2013 - Breakfast 8am-10am

Location: Magerks Restaurant, Bel Air.
Speaker: Tom Sadowski , Economic Development
Sponsor: Monica Worrell, Advanced Eye Care

May 14, 2013 - Luncheon 11:30am-1:30pm

Location: Richlin Ballroom.
Speaker: Lisa Salters; ESPN Monday night football reporter
Sponsor: Jennifer Lewis, Sassy Scents

June 11, 2013 - Chocolate Happy Hour

Details to be released Soon
Location: Hays House
Sponsor: Elizabeth Plunkett, Wells Fargo Advisors

Event Registrations Close on the Friday before the event at noon.
Cancellation Policy: Please remember it is CPWN policy that change to an event registration must be made NO LATER THAN the Friday before an event. If you do not notify CPWN by this date, you will be responsible for the full registration fee.

***Chesapeake Professional Women's Network
May Networking & Luncheon
with Lisa Salters, ESPN Commentator***



Event Details:

***May 14, 2013
11:30 am - 1:30 pm
Richlin Ballroom, Edgewood***

***Speaker:
Lisa Salters, ESPN Commentator***

***Sponsor:
Jennifer Lewis, Sassy Scents***

Lisa Salters is an ESPN Commentator/Monday Night Football Reporter. She has been with ESPN since 2000 and is also a lead reporter for NBA telecasts.

Lisa also is a former WBAL-TV reporter in Baltimore and an ABC News Correspondent for World News Tonight with Peter Jennings.

Lisa's accomplishments include being a Gracie Award winner from the Association for Women in Radio and TV and was also nominated for a Sports Emmy in 2008.

Non Profit Events

April 5, 2013 - A Little Bit Country... A Little Bit Rock & Roll: 7:00pm-11:00pm at Jarrettsville Gardens for a Rockin' Good Time in the Country. Dress up as your favorite Country or Rock & Roll Star and join us for a fine night of food, dancing, silent auctions, raffle and lots more. Prizes will be awarded for the best costumes. Tickets are \$50 or a table of 10 for \$475. Sponsorships are also available. Contact us for more details or use your credit card or paypal account to purchase tickets or sponsorships today! <http://www.harfordfamilyhouse.org/springfling/>

April 20, 2013 - Walk-a-Mile in Her Shoes - Join SARC in the Fight Against Sexual Violence. Walk-a-Mile in Her Shoes is an international movement to engage men and boys in the fight to end sexual violence against women. Participants are encouraged to recruit teams, raise funds for SARC, and march through Downtown Bel Air in high heels to initiate real discussion about the issues of gender and sexual violence. Last year, with your support, SARC raised \$38,917. Our goal is \$50,000 this year! <http://sarcinhereshoes.kintera.org/>

April 24, 2013 Talking to your Kids about Personal Safety - 7pm to 8pm at Harford Community College, SARC, Chabad of Harford County and the Harford Hebrew School will be co-sponsoring. Esteemed author, parenting expert, and founder of Project Y.E.S. (Youth Enrichment Services), Horowitz will be the feature presenter. <http://www.HarfordJewish.com/safety>



Drawing for \$50 Visa Gift Card

The drawing will be held on April 9th at the CPWN Monthly Networking Breakfast.

Thank you to all of our members who participated by bringing a guest to a meeting.

Good Luck!



15th Annual Fashion Show Sponsorship Opportunities

Tuesday, October 8, 2013

Diamond Sponsor - only one available \$2,000

Full page ad back of program, 10 tickets to fashion show, 4 power point slides to advertise business at fashion show, and Logo on all flyers, website, publicity and announcements, Table at event, Podium time 3 min

Platinum Sponsor \$1,500

Full page ad in program, 10 tickets to fashion show, 4 power point slides to advertise business at fashion show, and your Logo on all flyers, website, publicity and announcements

Gold Sponsor \$1000

Full page ad in program, 4 tickets to fashion show, 3 power point slides to advertise business at fashion show, Logo on all flyers, website, publicity and announcements

Silver Sponsor \$500

Half page ad in program, 2 tickets to fashion show, 1 power point slides, and Logo on all flyers, website, publicity and announcements

Bronze Sponsor \$250

Business card ad in program, 1 tickets to fashion show, 1 power point slides to advertise business at fashion show, and Logo on all flyers, website, publicity and announcements

Raffle ticket Sponsor - only one available \$500

Ad on back of 5000 raffle tickets (your design)

Favor Sponsor - only one available \$500

Favors to be handed out at the fashion show

Centerpiece Sponsor – only one available \$500

Centerpieces will be placed on all tables

To purchase a sponsorship please email Jody Youll at jody@coffeenewsharford.com and indicate which level you will purchase. A confirmation of your purchase with payment instructions will be sent. Limited sponsorships will be granted on a first come first served basis. Sponsorships are not limited to CPWN members so please share this with other business owners. Only available until April 30th!

Promoting Businesses with Charity

Donating to a charitable cause offers small businesses benefits far beyond tax deductions. Incorporating charity into your business model improves your brand reputation, solidifies your standing in the local community, and encourages customer loyalty.

Choose a Cause You Believe In

Donate to a cause you believe in. Donating and volunteering is much easier if you're motivated by the charity. Charitable work should make you feel good about contributing; business benefits are a profitable side-benefit.

Local charities work best for smaller businesses, as involvement in local charities emphasizes your commitment to the community. While not essential, it helps if the charity relates in some way to your business. A food industry company might get involved with the local food bank, while a toy store might support a local children's charity.

Check Your Charity

Make sure to research your chosen charity with care. Charities differ in how effectively they use funds, whether or not they use donor software, overhead costs and transparency. A small percent of charities are scams, benefiting no one but the founder. You can check a charity's reputation online through sites such as Charity Navigator.

Promote Yourself through Charity

Promote any donations or charitable activity whenever possible. A press release announcing that you just helped purchase volunteer tracking software for a local charity makes your brand and company look good, and it increases customer loyalty.

Take part in large charity events with a media presence, to help get your business name out to potential customers. Don't try to turn the event into a sales pitch; if you're approached by the media, give your name and company and then talk about how important the charity is to the community.

Like your business, a charity benefits from public exposure. Promote the charity in your store and on your website. The charity gets more exposure, and you further increase your brand's reputation as a valuable contributor to society.

Some businesses donate a portion of their sales to charity. You can make such offers year-round, or initiate donation programs in response to sudden charity needs. For instance, after an earthquake and tsunami devastated parts of Japan in 2011, many online retailers donated a percentage of sales from specific items to the relief effort.

Don't Just Donate

Charitable donations are, in and of themselves, valuable to your business's reputation, but don't neglect more hands-on volunteer activity. Attending charity meetings or serving on a charitable committee brings you into contact with other donors, many of whom may prove to be valuable additions to your business network.

Staff Involvement and Pride

Getting involved in a local charity can also improve employee morale. Staff are often proud of their company's volunteer programs and charitable activities. If you do involve staff, be sure to ask them for feedback on the kind of charity they'd like to support.

Committee Chairs

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www.cpwnet.org
Membership Dues: \$85

Meeting Sponsorships
\$150 Plus door prize

Fashion Show Corner:

The date has been set for you to come out & "Strut Your Stuff"!! That date is Tuesday, October 8, 2013, the place is Richlin Ballroom and the time is 5:00-9:00 PM! Be sure to put it on your calendars now because you definitely don't want to miss it. We have some great silent auction items already coming in and just to give you a little hint on what it might be, would anyone be interested in seeing your favorite Super Bowl Champions play from the first level???

We are in full swing with sponsorships. Remember that there are many levels to showcase your business at, many levels to fit any budget. There are some great perks that go along with these sponsorships, like tickets to the event, your business logo on all publicity materials & power point presentation (on the night of the event). Your business will be showcased to over 200 women that night! If you are interested in a sponsorship, you can see all the details on the CPWN website or you can contact Jeanette Stancill (chairperson) at JStancill@MD-PAHomeLoans.com or the sponsorship chairperson Jody Youll at jody@coffeenewsharford.com .

If you would be interested in joining the fashion show committee, we always welcome new members. Our next meeting will be held on Tuesday, April 9, 2013 at 4PM at Richlin Ballroom. Come out and help us help other women in Harford County!

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, cevens321@aol.com, to arrange your sponsorship.



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:

Website Development

If you would like to submit a quote for this opportunity, please contact Renee McNally by email renee@hrsolutionsllc.com



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