



# Newsletter

MAY 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](mailto:averbeten@gmail.com)



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CPWN  
PO Box 654  
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## May's Speaker: Lisa Salters, ESPN Commentator



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.

Lisa Salters was born in 1966 and are a native of King of Prussia, Pennsylvania. In high school she was known as the shortest person to play basketball for her school at 5 feet 2 inches. And she played on the team for one season.

After graduating high school, she went on to Penn State University and got her bachelor's degree in broadcast journalism. After graduating, Lisa worked for her a local TV station in Baltimore, Maryland known as WVAL. WVAL is a station affiliated with NBC and is one of the flagships for Hearst television. There she wrote features began her reporting career.

As time progressed she worked her way up the next seven years and that's when she started writing news stories for ABC in 1995. In 2000, she left ABC and took on a new opportunity and started working for ESPN. Lisa joined the team as a general assignment reporter in writing sports stories.

## Board of Directors

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## May's Meeting Sponsor: Libby Plunkett, Wells Fargo Advisors, LLC.



For the last 30 years, Libby Plunkett has been helping her clients develop strategies to meet their financial goals. As an Associate Vice President-Investment Officer with Wells Fargo Advisors, she offers a wide range of services, from selecting individual investments to handling 401K rollovers. She will help you answer the following questions: "Will I have enough to retire?" "How much do I need to save?" "ROTH or Traditional?" Libby's

approach centers around providing a high level of service tailored to her clients' specific financial needs. Her relationship with her clients is paramount, and it is through these relationships that she guides her clients to their financial success.

To advance her expertise and knowledge in her field, Libby continually takes classes on a variety of topics to include, but not limited to, ROTH conversion opportunities, IRA distribution planning, and suitability and ethics. Her efforts have earned her recognition in Baltimore Magazine as a Five Star Wealth Manager for the last three years.

While Libby considers her educational and employment background important, it is her commitment to her clients that she feels truly differentiates her from her competitors. She believes that her clients and their needs should always come first. This philosophy, which her firm shares, gives her the freedom to help investors at all levels of experience focus solely on their financial goals.

Libby is active in her community and is a charter member and Past-President of CPWN. She is also a member of the Women's Giving Circle, serves on the Advisory Board for Anna's House, St. Margaret Parish Finance Committee, Capital Campaign Committee, and Parish Planning Committee. She is part of the Investment Committee for the Community Foundation of Harford County and serves on the York Catholic High School Student Aid and Endowment Committee. She is also an active member of the Loyola Blakefield Mothers' Club. She and her husband Brian have resided in Forest Hill for 20 years and have three children, Meghan, Jimmy and Billy.

**Board Members At Large**

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**CPWN's Upcoming Networking Events**

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

Location: Richlin Ballroom.  
Speaker: Lisa Salters; ESPN Monday night football reporter  
Sponsor: Libby Plunkett, Wells Fargo Advisors, LLC.

**June 11, 2013 - Chocolate Happy Hour 5:30pm - 7:30pm**

Its a Chocolate Happy Hour come join us for some Heavy Hor D'oeuvres, 2 drink tickets and \$1.00 Chocolatinis.  
Location: Hays Heighe House on HCC campus!  
Sponsor: Greta Brand, Health Consultant.

**July 9, 2013 - Networking Breakfast 8:00am - 10:00am**

A morning of networking! Join us a Vandiver Inn  
Sponsor: Colleen Dombroskie, Autumn Assisted Living of Bel Air.  
Location: Vandiver Inn

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.

**2013 CPWN Networking Meeting 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](mailto:cevans321@aol.com), to arrange your sponsorship.

The New Rules for Marketing “What works today is the exact opposite of what worked a decade ago.”

By Geoffrey James | Mar 1, 2013

If you think of marketing as the same thing it was twenty (or even ten) years ago, you're basically screwed. The reason is simple. What works today is the opposite of what worked in the past.

The Old Rules - Here's are the rules for marketing that are taught in most business courses, and are common inside most companies (many of whom are struggling):

Step 1. Create a product that has a broad appeal to a large number of consumers or buyers.

Step 2. Reach as large an audience as possible with a message that appeals to many of those potential buyers.

Step 3. Create a recognizable brand name that can be extended into additional product categories.

While it's true that companies following these rules have, in the past, been able to build strong brands like Sony and Coke, this type of "broadcast marketing" no longer works because:

The Internet and wealth of media outlets has fragmented consumers and buyers into ever smaller groups, each with its own characteristics and interests.

Messages that appeal to those consumers and buyer must be highly customized and specific in order to gain any attention.

The proliferation of brand and brand messages has become so overwhelming that consumer and buyers simply tune them out. In other words, what worked for Coke ain't gonna work for you.

The New Rules -Here's what DOES work:

Step 1. Create a product that addresses a very specific type of consumer and buyer.

Step 2. Target your initial messaging at that audience in order to "convert" them into your advocates.

Step 3. Have those advocates define your brand name and the future of your offerings.

Note that this is the exact opposite of what worked in the past.

Where the old rules were "broadcast" and used various forms of mass media, the new rules are "narrowcast" and use highly targeted media.

Where the old rules were all about reaching the masses, the new rules are all about reaching small groups of individuals.

Where the old rules left you in control of your brand and destiny, the new rules puts that control in the hands of your customers.

Ignore these new rules at your own peril.

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## Committee Chairs

### **Ambassador & Membership**

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### **Fashion Show**

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### **Meeting Sponsorships**

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

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

## **Fashion Show Corner:**

Sponsorships are still available! We have extended the deadline for purchase of sponsorship until May 15, so be sure to get yours! You can join other fine businesses that have already agreed to spotlight their businesses in support of CPWN as we help other women in Harford County. You can be a part of this great event, just like, First Nutrition, Evans Funeral Chapel, PNC Bank, Aberdeen Proving Ground Federal Credit Union, Coffee News, Autumn Assisted Living, Shirley Brunkhorst State Farm Insurance, Jones Junction, Harford Realty, Running for Sheriff and Mary Kay Cosmetics. Thank you for your support of the 15th annual CPWN Fashion Show. If you are interested in becoming a sponsor for the fashion show, you can get more information on our website, [www.cpwnet.org](http://www.cpwnet.org) and click on fashion show, or email Jeannette Stancill at [jeannette@md-pahomeloans.com](mailto:jeannette@md-pahomeloans.com) or Jody Youll at [jody@coffeenewsharford.com](mailto:jody@coffeenewsharford.com).

We will also be accepting silent auction donations until August 31. You can bring them to any meeting. We will gladly accept any donation.

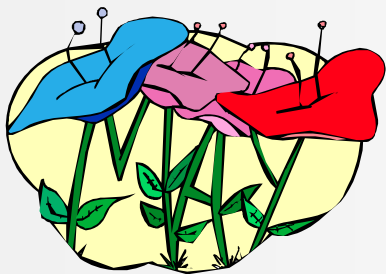
If you would like to become part of a GREAT group of women, known as the "fashion show committee", please join us for our next meeting which will be immediately following our regular meeting on Tuesday, May 14 at Richlin Ballroom. Come & see what we are all about and how much fun we have!

This year we are going to "Strut our Stuff"!! Come and Join Us!



### 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.



### Committee Help Needed

The Newsletter and Website Committee is in need of members to assist out with multiple functions.

If you are interested in becoming more involved, please contact Amy Verbeten for more information by email [averbeten@gmail.com](mailto:averbeten@gmail.com)

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