

**Newsletter  
February 2015**



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

**February's Sponsor: Nichole Speck, XO by Saxon's**

**Publisher**  
The Chesapeake  
Professional Women's  
Network

**Editor**  
The CPWN Newsletter  
Committee

**CPWN**  
P.O. Box 654  
Bel Air, MD 21014  
[www.cpwnet.org](http://www.cpwnet.org)



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XO by Saxon's is the newest offering from Saxon's Diamond Centers, but don't think of it as a third Saxon's location. XO has a personality all its own! Part accessories boutique, part fine fashion jewelry, XO by Saxon's is the go-to place for women shopping for the finishing touches to jazz up their attire, and for today's modern woman with her distinctive tastes and needs. A woman like you! Think accessories boutique. You'll find many fashion items you won't find at the Saxon's Diamond Centers, including designer purses, leather goods, and hair accessories. Come see what we have in store for you, the XO woman!



# CPWN's

## Calendar of Networking Events

### **February 10, 2015**

CPWN Networking Event—11:30-1:30

Location: Steele Fish Grille, 600 Boulton St. Bel Air

Sponsor: Nichole Speck, XO by Saxon's

Members: \$25 / Nonmembers: \$40 / Walk-In Fee: \$10 (subject to availability)

### **March 10, 2015**

CPWN Meeting—11:30-1:30

Location: Waters Edge Corporate Center, 4678 Millennium Dr. Belcamp

Speakers:

Sharon Lipford, LCSW-C, Deputy Director, Harford County-Department of Community Services

Paula Nash, LCSW-C, Director of Social Work, Harford County Health Department

Topic: Depression: Causes, Triggers and Treatment

Sponsor: Melissa Scholnick, Capi Clothes

Members: \$25 / Nonmembers: \$40 / Walk-In Fee: \$10 (subject to availability)

### **March 24, 2015**

Happy Hour Networking Event—4:00-7:00

Location: Libertore's Restaurant, 562 Baltimore Pike, Bel Air

Proceeds benefit charitable giving

*In conjunction with the Women's Giving Circle*

### **April 14, 2015**

CPWN Networking Breakfast—8:00-9:30 am

Location: Richlin Ballroom, 1700 Van Bibber Rd. Edgewood

Sponsor: Wendy Wright, The Wright Fit

Members: \$25 / Nonmembers: \$40 / Walk-In Fee: \$10 (subject to availability)

*Event Registrations Close on the Friday before the event at 4:00 PM.*

*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.*



*CPWN partners with Habitat for Women's Build scheduled for May 2 – 10, 2015. The location of the home is 518 N. Adams St., Havre de Grace. Karen Blandford, Executive Director from Habitat will be at the February networking meeting with more details. We have also arranged for a link on Habitat's website for sign up and a day will be designated as CPWN day during that week. More info to follow.*

Items for Member News can be submitted by the  
15th of each month to Carolyn Evans at:  
cevens321@aol.com

**CPWN is growing every month! Please take a moment to meet our newest members!**

**Coral Landis**

Employer: Allied-Phillips, Inc  
Position: President

**Sarasimone Borchers**

Employer: Safe Harbor Financial Group  
Position: Marketing Coordinator

**Leslie Doroba**

Employer: Nouveau Skin Studio  
Position: Owner and Esthetician

**Coleen Schmitt**

Employer: American Water Damage  
Position: Sales and Marketing Manager

**Lynne Leidy**

Employer: Intero Advisory  
Position: Community Architect

**Valerie Keys**

Employer: Merle Norman Cosmetics & Spa  
Position: Beauty Consultant/Manager

*Congratulations*

**Congratulations to Barbara Przbylski for being a finalist for the 2015 Athena Award! The 14th Annual ATHENA Women's Leadership Breakfast in March 6, 2015 at the Richlin Ballroom from 8:00-9:30 AM.**

In order to continue holding our top-notch events, CPWN will be raising the cost of our organization's dues and fees starting next year.

As of January 1, 2015:

**Yearly Membership Fee will be \$95.00**

**Day Of/Walk In Registrations will be an additional \$10.00 on the event fee.  
Walk in registration will be subject to availability.**

**Guests will pay \$15.00 more than members for all events.**

Thank you in advance for your continued support of CPWN.

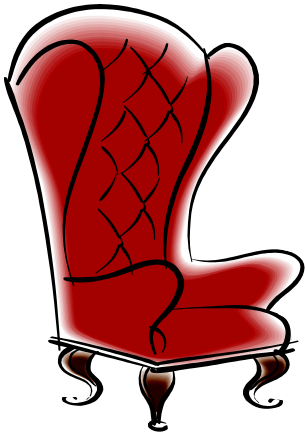




## *PHOTO ALBUM*

Snapshots of CPWN members from the December and January networking events!





## Patty's Corner

Happenings In and Around CPWN

Dear CPWN Members:

Happy Valentine's Day!!!!

As a follow-up to our January meeting speaker, this month's topic is Social Media Marketing that can boost your bottom line.

**Step 1: Build an Ark. Social media impacts all corners of the company (big or small), and should be more like air (everywhere) than like water (you have to go get it).**

**Step 2: Listen and Compare**

It's an old social media strategy chestnut by now, but "listen" is still good advice that's often ignored. The reality is that **your customers (and competitors) will give you a good guide to where and how you should be active in social media.**

**Step 3: What's the Point?**

Yes, you can use social media to help accomplish several business objectives. But **the best social media strategies are those that focus (at least initially) on a more narrow rationale** for social. What do you primarily want to use social for? Awareness? Sales? Loyalty and retention? Pick one. Stay focused!

**Step 4: Select Success Metrics**

How are you going to determine whether this is actually making a difference in your business?  
WILL YOU MEASURE ROI~~~~

**Step 5: Analyze Your Audiences**

With whom will you be interacting in social media? **What are the demographic and psychographic characteristics of your current or prospective customers?** How does that impact what you can and should attempt in social media?

**Step 6: What's Your One Thing? Are your product features and benefits enough to create a passion-worthy stir? Is your customer service top-notch?**

There is tons of information out there – just use a Google search!!!! Do your homework and Success is Around the Corner!!!

Sincerely,

*Patty Desiderio*

P.S. Next month's topic – DRESS for Success!







**CPWN is seeking an event planner to assist with all aspects of planning and implementing its 20<sup>th</sup> anniversary celebration in 2016. The appointed must be a CPWN member in good standing.**

**Please send resume, celebration ideas, references, and costs for service, to: CPWN 20<sup>th</sup> Anniversary Committee, Barbara Pryzbylski, Chair, at [rebarb1434@aol.com](mailto:rebarb1434@aol.com), no later than March 13, 2015. The Committee reserves the right to make additional inquiries to RFP responders prior to making a decision. Although cost is most important, the committee will also place heavy consideration upon experience.**

## Board and Committee Directory

### Board of Directors

#### President

Carolyn W. Evans, Esquire  
Sengstacke & Evans, LLC  
cevens321@aol.com

#### Vice President

Patty Desiderio  
Patty's Promotions  
pattygiftbaskets@comcast.net

#### Treasurer

Melissa Harbold, CFP®  
Merrill Lynch  
melissa\_harbold@ml.com

#### Secretary

Wendy Lee  
Susquehanna Spine & Rehab  
wendy@susquespine.com

#### Immediate Past President

Renee McNally  
Leadership Matters!  
renee@leadershipmatter.guru

### Board Members At Large

#### Mary Ann Bogarty

Harford Bank  
mabogarty@harfordbank.com

#### Kim Zavrotny

McComas Funeral Home  
kzavrotny@mccomasfuneralhome.com

#### Jeannette Stancill

FitzGerald Financial Group  
jstancill@monarchmtg.com

#### Kelly Bedsaul

Weyrich, Cronin & Sorra, Chartered  
KellyB@wscpa.com

#### Bev Smith

The Lee Tessier Team,  
Keller Williams American Premier Realty  
Beverlybsmith@aol.com

#### Carla Sparrow

Havre de Grace Housing Authority  
sparrowcarla@gmail.com

#### Barbara Przybylski

Absolute Investigative Services  
Barbara.P@absoluteisi

#### Meggin M'Gonigle-Reeder

Bank of America  
Meggin.m'gonigle-reeder@bankofamerica.com

#### Lisa Fuller

Fuller & Associates Insurance  
Lisa.fuller@insurewithfuller.com

#### Ronnie T. Davis

Principal, Longstream Coaching and Training LLC  
RonnieDavis@LongstreamCT.com

### Committee Chairs

#### Ambassador & Membership

Bev Smith  
The Lee Tessier Team,  
Keller Williams American Premier Realty  
bev@leetessier.com

#### Events

Kim Zavrotny  
McComas Funeral Home  
kzavrotny@mccomasfuneralhome.com

#### Fashion Show

Jeannette Stancill  
FitzGerald Financial Group  
jstancill@monarchmtg.com

#### Newsletter Editor

Jordan Williams  
CPWN Intern  
jordan.williams4@comcast.net

#### Social Media

Meggin m'Gonigle-Reeder  
Bank of America  
Meggin.m'gonigle-reeder@bankofamerica.com

#### Website

Carolyn W. Evans, Esquire  
Sengstacke & Evans, LLC  
cevens321@aol.com

#### Meeting Sponsorships

Kelly Bedsaul  
Weyrich, Cronin & Sorra, Chartered  
KellyB@wscpa.com

#### CPWN

P.O. Box 654  
Bel Air, MD 21014  
www.cpwnet.org



# 2013-2014 CPWN Sponsorship Guidelines

## Regular Monthly Meetings

- 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) and that is the business you are registered with in CPWN's records.
- 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.
- All meeting locations, speakers, etc., are subject to change by the Board of Directors of CPWN.
- No co-sponsorships are available.

## Happy Hours

- 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) and that is the business you are registered with in CPWN's records.
- Sponsorships fee is \$50 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 have exclusive use of table tops to put marketing material, promotional items, etc. Please arrive early to distribute the material. You may put up a banner advertising your business.
- You have **5** minutes to speak/present. Please do not go over this time limit.
- 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.
- All meeting locations, speakers, etc., are subject to change by the Board of Directors of CPWN.
- No co-sponsorships are available.

*Contact: Kelly Bedsaul KellyB@wcscpa.com, to arrange your sponsorship. Sponsorships are offered on a first come-first served basis.*





***Building Relationships.  
Growing Businesses.***

**www.cpwnet.org**  
**Membership Dues: \$95**

#### **CPWN 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

#### **CPWN's Membership Policy**

- ◆ Membership with CPWN is by individual and not by company.
- ◆ It is not transferable.
- ◆ When a member leaves, transfers or changes employment, the member carries her membership to her new place of employment, or it may simply lapse.
- ◆ An unexpired membership is not transferred to the member's replacement at her prior employment.

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