

**Newsletter
January 2015**



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

Publisher
The Chesapeake
Professional Women's
Network

Editor
The CPWN Newsletter
Committee

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

January's Speaker: Lynne Leidy, Intero Advisory
"Using Social Media to Promote Your Business"



Lynne Leidy joined IA as lead Community Architect ready to deepen the LinkedIn engagement for our clients and serve as a coach and trainer. She has a talent for detail, a great capacity for juggling multiple projects and follow up. Her own career transition enhances her coaching for those in a similar situation.

Lynne and Colleen began working together in 1993 in the printing world, and after taking different paths for a few years fell into place working with each other as though no time had passed.

In 1999 Lynne started working at a Healthcare company where she took them from a pick and pack warehouse operation to a digital variable data print on demand system.

Colleen and Lynne kept in touch throughout the last 13 years and today Lynne's background strengthens Intero's client-centric focus and adds operational process and engagement.

Lynne earned her B.S in Marketing Communications in 1993 for Towson University, and lives an active life with a husband, 3 children and 2 bunnies in Fallston, Md.

Inside this issue:

December's Sponsor	2
Calendar of Events	2
Member News	3
Patty's Corner	4
Committee Info	5
Committee and Board Directory	6
Sponsorship and Membership Details	7-8

January's Sponsor: Meggin M'Gonigle-Reeder



Small Business Banker Meggin M'Gonigle-Reeder is committed to taking the time to understand what makes each business unique and delivering financial solutions that help business owners grow, manage, protect and plan for the future. Meggin M'Gonigle-Reeder is the go-to person for all business needs - someone who can make specific recommendations and bring in the right experts to help achieve all financial objectives.

Meggin M'Gonigle-Reeder has been working with businesses in the Harford County area since 2006 and joined Bank of America in 2011. She has a very strong small business background as her family is filled with small business entrepreneurs.

Meggin M'Gonigle-Reeder also believes in serving the community. She is a member of The Harford County Chamber of Commerce and Co-Chair of the Membership Development Committee. She also serves on two local nonprofit boards. She is Commissioner on the Havre De Grace Housing Authority Board of Directors and Board Member of Chesapeake Professional Women's Network.



CPWN's Calendar of Networking Events

January 13, 2015

CPWN Networking Event—11:30-1:30

Location: Maryland Golf & Country Club, 1335 East MacPhail Rd, Bel Air

Sponsor: Meggin M'Gonigle-Reeder

Speaker: Lynne Leidy, Intero Advisory "Using Social Media to Promote Your Business"

Members: \$25 / Nonmembers: \$40 / Walk-Ins: \$50 (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.



Items for Member News can be submitted by the 15th of each month to Carolyn Evans at: cevans321@aol.com



Habitat
for Humanity®

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

member!

Jenny Jones

Employer: B+M Clean

Position: Bookkeeper



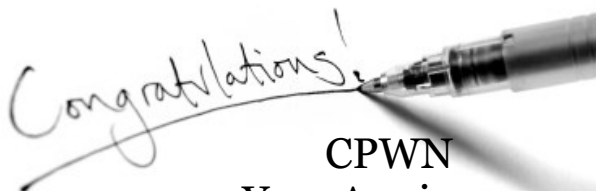
Habitat
for Humanity®

May 2015 Women's Build

We are pleased to announce that we will be partnering with Habitat Susquehanna for the Women's Build the first week of May.

Habitat for Humanity will be at the February/ March / April meetings to assist us in registering for this event with all the details.

GET OUT YOUR GLOVES, PAINT BRUSHES, AND HAMMERS!



**CPWN
5 Year Anniversary
Lisa Fuller**

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.

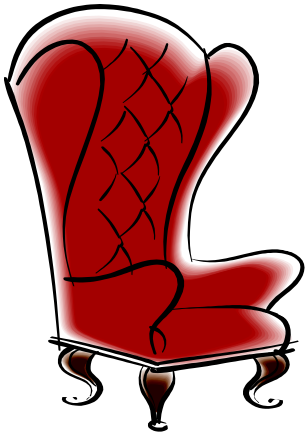
As of January 1, 2015:

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.



Patty's Corner

Happenings In and Around CPWN

Dear CPWN Members:

As promised, this month's topic is NETWORKING!!!

Networking is a cost effective way to obtain new clients and grow your business. The first thing you need to do is schedule at least three to four networking events per month. Second, is getting out of your comfort zone. When attending a networking event, always sit with individuals you have never met before. It forces you to mingle, meet someone new, and connect with potential new clients.

Here are some tips:

Bring plenty of business cards. Keep them handy - wear a blazer or pants with pockets. Put your cards in your right pocket. When you obtain the other person's card put it in your left pocket. It is very distracting to dig in your purse for your cards and it makes you look unorganized. Follow up about a week later with a postcard or an E Mail to keep your name in front of the new contact.

Eye contact is critical. You know how you feel when someone is talking to you and looking around. Don't look past the person. And don't forget the 3-minute rule (don't be too long winded). After that you lose the other person's attention!

Your name tag is your best friend. It introduces you to everyone. We usually shake with our right hand, so put your name tag on the left so it is visible.

Last but not least - and certainly very important - **Dress for Success.** Image is everything! You are on stage with networking. The first 30 seconds someone sees you are very important and you want to make a great impression.

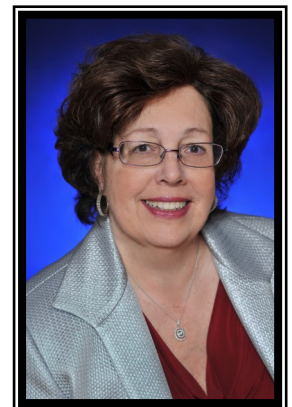
Networking does work! You can meet 90% of your clients this way! It is essential to your business! Your business success could depend on it!

The Board of Directors of CPWN would like to wish our members a Happy Holiday Season! And a healthy, happy New Year!

Sincerely,

Patty Desiderio

P.S. Next month's topic – Social Media Marketing





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

Wanted: *Committee Members*

Committees you can join

Fashion Show Committee

jeannette@md-pahomeloans.com

Newsletter Committee

bhendrix@harfordcountymd.gov

Website/Social Media Committee

rebecca.larson@pnc.com

Membership Committee

beverleybsmith@aol.com

Benefits to joining a committee

Stronger relationships

Further the organization

Build your business

You choose the time commitment

*Make the most of
your
networking!*

CPWN is run exclusively by volunteers. All board members have served as committee members. All committee members are volunteers who plan and carry out all events, newsletters, etc...

www.cpwnet.org

Questions? Contact Carolyn Evans at: cevans321@aol.com

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

Alliance Mortgage Funding
Jeannette@md-pahomeloans.com

Kelly Bedsaul

Weyrich, Cronin & Sorra, Chartered
KellyB@wcscpa.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

Renee McNally
HR Solutions, LLC
renee@hrsolutionsllc.com
&
Kim Zavrotny
McComas Funeral Home
kzavrotny@mccomasfuneralhome.com

Fashion Show

Jeannette Stancill
Alliance Mortgage Funding
Jeannette@md-pahomeloans.com

Newsletter Editor

Jordan Williams
CPWN Intern
jordan.williams4@comcast.net

Website/Social Media

Rebecca Larson
PNC Bank
rebecca.larson@pnc.com

Meeting Sponsorships

Kelly Bedsaul
Weyrich, Cronin & Sorra, Chartered
KellyB@wcscpa.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: \$85

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.

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.

*Newsletter Copyright 2010,
Chesapeake Professional Women's Network*