

**Newsletter  
May 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

**May's Speaker: Esther Michaels, Emotional Intelligence**



Esther Michaels has over 20 years experience in executive management positions with major corporations: AT&T, Randstad North America, and Prudential. For the past seventeen years, has consulted to global for-profit and not-for-profit organizations on Strategic Planning, Leadership, Accountability, Communication and Economic Development of disadvantaged communities.

Seeing a need for better leadership communication and strategies, Vital Resources International (VRI) was created to provide customized solutions for handling challenges arising in strategy determination, teams, diversity and inclusion, and community environments.

As a speaker, Esther draws from her global experiences to bring work and passion together, helping clients and audiences embrace accountability and measurable action in their daily lives. Esther inspires listeners to do what they do best and brings awareness to her audience of their contributions to their work, greater community and family.

Esther has served on professional associations and not-for-profit boards including ADMAG (Atlanta Diversity Managers and Affinity Groups), WIT (Women in Technology), YMCA, The Piedmont Opera Board, and Committee for a Better Atlanta and Edu-Pac through the Metro Atlanta Chamber of Commerce and appointed a commissioner on the Atlanta Commission on Women.

She has been honored with numerous awards including the WBENC Trailblazer Award in 2009 for mentoring minority businesses and Advocate of the Year in 2010 for her dedication in supporting women owned entrepreneur businesses. She was selected as a finalist for the 2011 Siegel Institute for Leadership, Ethics & Character's Annual Phenomenal Woman Award.

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## May's Sponsor: Aubrey Schwartz, Jamberry Nails



Aubrey grew up in the Poconos and obtained a bachelor's degree in Theology from Eastern University. She relocated to Harford County after marrying a long-time resident. Later, the newlyweds decided to try a beach side life style for a few years on the coast of Florida. While the time in the sun and sand was enjoyable, they returned to Harford County to be near family. After getting re-acquainted with the area, Aubrey has been enjoying getting involved with the volunteer and business communities. Over the years, she has worked in medical billing, health/life/dental insurance, was a self-employed professional seamstress, and also designed sewing patterns. She currently home-schools her inquisitive 7 year old son and assists her husband with his software development company.

While looking for a fingernail product that would be less toxic, save time, money, and not chip within 24 hours, Aubrey came across Jamberry's innovative vinyl nail wraps. Upon falling in love with the product, she decided it was absolutely necessary to share them with women everywhere. Becoming a consultant was an easy choice and what started out as a side job has fulfilled her desire to have fun and get to know other women. She truly enjoys providing other women with much needed girl time and fabulous manicures! Aubrey thinks it's time to stop naked nail syndrome. It's time for women to be proud of their nails and show off a little sparkle!

## CPWN's Calendar of Networking Events



### May 7, 2015

CPWN Day with Habitat for Women's Build  
House Location: 518 N. Adams St. Havre de Grace, MD 21078  
To Register: cpwnet.org

### May 12, 2015

CPWN Networking Luncheon—11:30-1:30  
Location: Maryland Golf & Country Clubs, 1335 East MacPhail Road Bel Air  
Speaker: Esther Michaels, Emotional Intelligence  
Sponsor: Aubrey Schwartz, Jamberry Nails  
Members: \$25 / Nonmembers: \$40 / Walk-In Fee: \$10 (subject to availability)

### June 9, 2015

Change of Guard Luncheon/Networking—11:30-1:30  
Location: Vandiver Inn, 301 S. Union Ave. Havre de Grace  
Sponsor: Harford Family House, Joyce Duffy  
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.*



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!**

**Rebecca Jessop**

**Employer:** Harford County Public Library Foundation  
**Position:** Foundation Director

**Christine McPherson**

**Employer:** Bel Air Downtown Alliance  
**Position:** Executive Director

**Heidi Gur**

**Employer:** Haines Remodeling

**Suzzette Liberatore**

**Employer:** Express Employment Professionals  
**Position:** Outside Business Developer

**Sheryl Kohl**

**Employer:** Beacon Staffing Alternatives, Inc.  
**Position:** President

*Congratulations!*

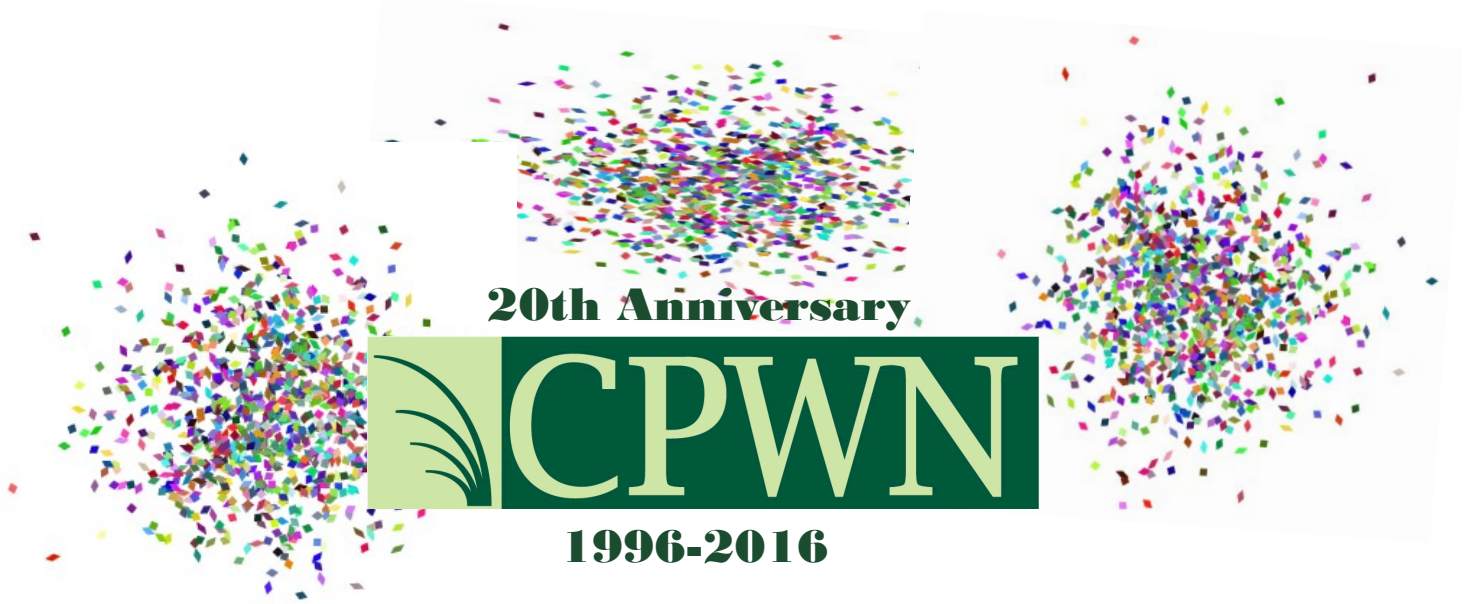
**5 Year CPWN Anniversary  
Kelly Burk**

*CPWN partners with Habitat for Women's Build scheduled for May 2 – 10,  
2015. CPWN Day is May 7! The location of the home is 518 N. Adams St.,  
Havre de Grace.*

*FOR DETAILS ON HOW TO REGISTER:  
Please visit CPWNET.ORG*



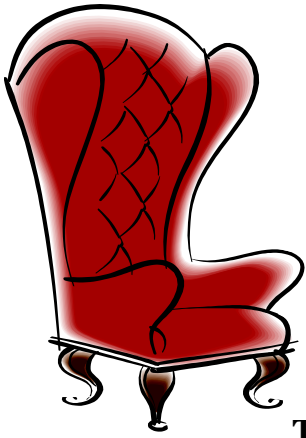
**Habitat  
for Humanity®**



Next year is the 20th Anniversary of CPWN! We are seeking photographs of our members, events, and meetings from 1996. Please send to Carolyn Evans, CPWN President: [cevans321@aol.com](mailto:cevans321@aol.com).

NOTICE IS HEREBY GIVEN THAT THE **ANNUAL MEETING OF THE MEMBERS OF THE CHESAPEAKE PROFESSIONAL WOMEN'S NETWORK, INC.**, WILL BE HELD **JUNE 9, 2015, AT 11:30 A.M. AT VANDIVER INN, 301 S. UNION STREET, HAVRE DE GRACE, MD 21078, FOR THE PURPOSE OF ELECTING THE BOARD OF DIRECTORS FOR THE TIME PERIOD JUNE 9, 2015 THROUGH JUNE 8, 2017. THE FOLLOWING PERSONS ARE HEREBY NOMINATED TO SERVE ON THE BOARD OF DIRECTORS:**

**KELLY BEDSAUL, WEYRICH, CRONIN & SORRA, CHARTERE**  
**MARY ANN BOGARTY, HARFORD BANK**  
**RONNIE T. DAVIS, LONGSTREAM COACHING AND TRAINING, LLC**  
**CAROLYN W. EVANS, SENGSTACKE & EVANS, LLC**  
**LISA FULLER, FULLER & ASSOCIATES INSURANCE**  
**MICHELLE HARBOLD, MERRILL LYNCH**  
**WENDY LEE, SUSQUEHANNA SPINE & REHAB**  
**BARBARA PRZYBYLSKI, ABSOLUTE INVESTIGATIVE SERVICES**  
**MEGGIN M'GONIGLE-REEDER, BANK OF AMERICA**  
**BEV SMITH, THE LEE TESSIER TEAM, KELLER WILLIAMS AMERICAN PREMIERE REALTY**  
**CARLA SPARROW, CENTER FOR THE ARTS**  
**JEANNETTE STANCILL, FITZGERALD FINANCIAL GROUP**  
**WENDY WRIGHT, THE WRIGHT FIT**  
**JODY YOULL, COFFEE NEWS**  
**KIMBERLY ZAVROTNEY, MCCOMAS FUNERAL HOME**



# Patty's Corner

Happenings In and Around CPWN

## The Top Four Ways to Stay Focused on Your Objectives

*Dear CPWN Members:*

People often ask, “**what are the most important keys to achieving a successful outcome?**” There are many, but the one thing which is most essential—and often ignored—is consistency.

*I had a client say that to me once and it stuck: “You’re consistent...That’s why we do business with you. You do the same thing the same way every time. We are comfortable with those steps and we know if something goes awry.”*

Any worthwhile, challenging goal requires sustained effort.

Doing the necessary things for a day or two isn't hard. Where most people fall down is in stringing those days together and thereby creating the progress, the momentum, and ultimately, the successful accomplishment.

Here are just four ways to stay focused on your goals and objectives:

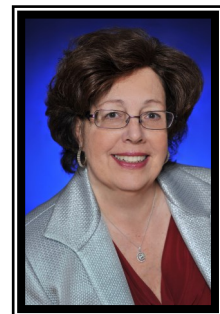
**1. Have Powerful Reasons.** With a strong enough reason you can and will find the how and the wherewithal to achieve your reward. Reasons plus belief keep you motivated. When you're excited about your goal, it doesn't seem like work.

**2. Write Your Objectives Down.** This is a critical step. Don't think it, ink it. When you write your goals down, they appear not only on paper, but they become indelibly written upon your consciousness.

**3. Visualize.** "See" your objective already in existence. Nothing can withstand the power of a clear, multi-sensory vision of what you are intending. What does it look like? What will people be saying about it? How will you feel? The more detailed and "REAL" you can make your vision, the more powerful it will be.

**4. Affirm Your Success.** Speak your goal into existence. An affirmation is a present-tense, positive statement of your intended outcome. I now have achieved \_\_\_\_\_ (fill in the blank). The more sensory rich you can make your affirmations, the more effective they will be.

*Sincerely,  
Patty Desiderio*





# Hope in Handbags

It's time to clean out your closets of the gently used purses you no longer want in order to make room for more new to you purses! Saxon's Diamond Centers presents the 7<sup>th</sup> Annual Hope in Handbags Silent Purse Auction and Retail Sale to benefit Harford Family House will be here before you know it! This year's theme, "The Saga of the Traveling Purse" will feature the sights, attractions, goodies and more that make our community the place we all love!

There are many ways you can be a part of the excitement. You can:

- Donate your purses -please bring them to the June CPWN meeting
- Purchase a raffle ticket
- Sponsor the event- sponsorships start at just \$100
- Donate an item to be stuffed in a purse for the silent auction
- Volunteer at the event
- Help to spread the word
- Attend the special preview event on June 30 at XO by Saxon's
- Attend the event on September 11 & 12

Contact Tiffany at [tsimmons@harfordfamilyhouse.org](mailto:tsimmons@harfordfamilyhouse.org) or (410) 273-6700 for additional information on the event and to get involved today!

All proceeds from Hope and Handbags will benefit Harford Family House. Harford Family House has been providing hope and homes to homeless families with children in our community since 1989. It is the largest provider of transitional housing in Harford County and the only organization able to keep an intact family together during the crisis of homelessness. To learn more about Harford Family House please visit [www.harfordfamilyhouse.org](http://www.harfordfamilyhouse.org)



# 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

Center for the Arts  
csparrow@harfordcfa.org

### 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@wscpa.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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