

Newsletter
July 2016



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

July's Speaker: Mary Hastler
CEO, Harford County Public Library
President, Maryland Library Association

Publisher
The Chesapeake
Professional Women's
Network

Editor
The CPWN Newsletter
Committee

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



Mary Hastler is the chief executive officer of the *Harford County Public Library* and president of the Maryland Library Association. As president, Hastler's goal is to establish the MLA as the leader in cultivating critical resources and services for its members while raising the awareness and knowledge of Maryland libraries.

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Hastler has been an active member of the MLA for more than 16 years. Prior to serving as president, she was legislative officer, president of the Public Services Division and served numerous committee appointments. Hastler has served as CEO of Harford County Public Library for nearly five years. During that time, the library received The Daily Record's Innovator of the Year Award in 2013 and 2014 for the launch of two STEM initiatives, Little Leapers and Little Leapers 3.5, and has been recognized as a nationally ranked STAR Library by Library Journal.



The CPWN 20th Anniversary Committee would like to highlight CPWN member **Karen Ciampaglio of Ciampaglio Potter Associates**. Ciampaglio Potter Associates was a sponsor of the 20th Anniversary Celebration. However, due to clerical error, their information was not included on all publications. Thank you, Karen for your sponsorship. <http://harfordcpa.com>

July's Sponsor: Jody Youll Coffee News



Jody Youll proudly tells people she is a Jersey Girl at heart. She spent the first half of her life in Morristown, NJ, graduating from Morristown High School in 1975 and then from the University of Georgia's Terry College of Business with a BBA in 1981. She returned to NJ when jobs were scarce due to the recession of 1981.

In 1985 Jody ended up in Point Pleasant, NJ (yes, the "Jersey Shore" - but not the one you may have seen on tv) where she raised 2 children and became very involved and well known throughout the small community. She was involved with The Mothers' Center of the Jersey Shore, a support network that brought moms and their children together for a variety of activities, seminars and playgroups while helping them develop lasting friendships. Jody was a class mom many years, as well as being very active in the PTO serving as chairperson on various committees

including fundraising, holiday fair, craft show, concluding her last two years as Vice President. She had a lot of interaction with everyone from the office secretaries to the Principal and members of the Board of Education. When her children attended high school and became band members, Jody became a Band Mom and was very actively involved for 6 years with the Band Boosters, finishing her last year with the group as Corresponding Secretary.

When Jody returned to work she started as an assistant to a Print Broker. Unfortunately things took a downturn with the economy, and Jody transferred into full time work with Gannett, Inc as a Sales Representative for the [Point Pleasant Reporter](#), a weekly newspaper publication in her hometown. She learned about print advertising, and worked with local businesses building their business through print marketing. Over the next 5 years Jody was promoted three times to the final position of Senior Account Executive, Retail Advertising. Jody was known for her ability to build client relationships through effective account management. From the newspaper, Jody went on to work at [Yellowbook](#), where she sold print and internet advertising, and was trained in Search Engine Optimization, Search Engine Marketing, and Google Adwords.

Jody moved to Harford County as a BRAC relocation in July, 2010. On April 1, 2011 Coffee News Harford was born! Jody has been busy getting to know the area and the businesses here, as well as getting them to know her and Coffee News. At the beginning of this year she launched Madaco Marketing LLC, helping small businesses brand and promote themselves. She is an active member of Harford County Chamber of Commerce, Aberdeen Chamber of Commerce Board of Directors, Growth by Association, Chesapeake Professional Women's Network Board of Directors, and Bel Air Downtown Alliance.

Jody currently lives in Joppa with Greg (husband), Maxi, (toy poodle), McGyver & Penny (cats).

CPWN's

Calendar of Networking Events



July 12, 2016

Networking Luncheon—11:30—1:30 p.m.

Speaker: Mary Hastler: President of Maryland Library Association

Sponsor: Jody Youll: Publisher of Coffee News Harford

Location: Water's Edge Events Center, 4687 Millennium Dr. Belcamp, MD 21017

August 9, 2016

BBQ Dinner at Rockfield Manor—5:30—8:30 p.m.

Full BBQ Menu, beer, wine, soda

Casual Dress

Tom Rzepnicki from Dancing With Friends Ballroom Studio will teach ChaCha!

Sponsor: Ronnie Davis: Longstream Coaching and Training, LLC

Location: Rockfield Manor, 501 E Churchville Rd. Bel Air, MD 21014

Members \$35 / Guests \$50 / Walk-In Fee additional \$10

September 13, 2016

Networking Luncheon—11:30—1:30 p.m.

Speaker: Lynne Brick: Brick Bodies “Be Your Brand”

Sponsor: Wendy Lee: Susquehanna Spine and Rehab

Location: Vandiver Inn, 301 S. Union Avenue, HDG, MD 21078

December 3, 2016

Holiday Bus Trip to New York City!

Sponsor: Bev Smith: Realtor with Keller Williams American Premier Realty

Early Bird Rate \$55 (deadline November 1) / Regular rate \$65



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.



Items for Member News can be submitted by the 15th of each month to Melissa Harbold at: melissa_harbold@ml.com

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

Sara Garbarino

Employer: The Arc Northern Chesapeake Region
Position: Director of Resource Development

Paula Lucas

Employer: Peoples Bank
Position: Merchant Services Officer

Andrea Lynn

Employer: The Arc Northern Chesapeake Region
Position: Assistant Director Marketing & Development

Val Mills

Employer: Executive Coffee
Position: President

Tobias Musser

Employer: MNS Group
Position: CEO

Erin Shara

Employer: EKS Boutique
Position: CEO

Leslie Stein

Employer: First National Bank
Position: Assistant Vice President/Branch Manager

Kristy Verschoore

Employer: Self
Position: Women's Empowerment Coach

MEMBER ANNIVERSARIES

14 Years

Ann Davidson

11 Years

Theresa Wiseman, Melissa Harbold

8 Years

Lesley Lookingbill

5 Years

Meggin M'Gonigle-Reeder

4 Years

Lorene Drabo, Cindy Hanley, Annie Brock

3 Years

Karen Carey

2 Years

Nichole Speck

1 Year

Elaine Quinn, Bridget Moore, Jane Hardwick, Heidi Fletcher, Theresa Cavey
Brandy Norkitis, Erika Lukens, Julie Chmura



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

When Women Gather, Magic Happens!

There is sure to be plenty of magic in the air at the **18th Annual CPWN Fashion Show on October 11, 2016 at the Richlin Ballroom.**

Last year more than 300 guests joined us for an evening of fabulous fashion, food and friendship. CPWN raised over \$23,000 to support local organizations helping women and children including SARC, the Boys and Girls Club, YMCA, Harford Family House, Anna's House, Harford Community Action Agency, Homecoming Project, and Harford Community College.

We need your help to make the night magical!

CPWN is seeking sponsors for this year's event. Contributing to the Fashion Show is a fantastic way to showcase your business while supporting CPWN's work in the community. Sponsorship levels range from \$250 to \$2,500, and a detailed description of the sponsorship packages is attached.

Our sponsors are key to our fundraising success. So that you don't miss any of the value-added marketing opportunities, we ask that you reply by July 15, 2016.

Your kind generosity is greatly appreciated.

Mary Ann Bogarty
Fashion Show Chairperson
Harford Bank
Mabogarty@harfordbank.com
410-746-3809



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

18th Annual Fashion Show Sponsorship Opportunities

Title Sponsor - \$2,500 -- only one available

- Full page color ad, back cover of program
- 10 tickets to Fashion Show
- 2 power point slides for running slideshow at Fashion Show*
- Logo and weblink on print and online promotions, including website, Facebook & newsletter promotions*
- One year corporate weblink on CPWNet.org
- Vendor Table at Fashion Show
- Podium time 5 minutes

Platinum Sponsor - \$1,500

- Full page in program
- 6 tickets to Fashion Show
- 2 power point slides for running slideshow at Fashion Show*
- Logo and weblink on print and online promotions, including website, Facebook & newsletter promotions*

Gold Sponsor - \$1,000

- Full page ad in program
- 4 tickets to Fashion Show
- 2 power point slides for running slideshow at Fashion Show*
- Logo and weblink on print and online promotions, including website, Facebook & newsletter promotions*

Silver Sponsor - \$500

- 1/2 page ad in program
- 2 tickets to Fashion Show
- 1 power point slide for running slideshow at Fashion Show
- Logo on online promotions, including website, Facebook & newsletter promotions*

Centerpiece Sponsor - \$500 - only one available

- Centerpieces will be placed on all tables with sponsor recognition
- Sponsor recognition in program and on website, FB & newsletter promotions

Raffle Sponsor - only one available

- Black & white ad on back of 3000 raffle tickets (your design)
- Sponsor recognition in program and on website, FB & newsletter promotions

Media Sponsor

- Logo and weblink on print and online promotions
- Gold Sponsor benefits as listed above

Favor Sponsor - \$500 - only one available

- Favors to be handed out at the fashion show
- Sponsor recognition in program and on website, FB & newsletter promotions

Bronze Sponsor - \$250

- Business Card ad in program
- 1 ticket to Fashion Show
- 1 power point slide for running slideshow at Fashion Show
- Sponsor recognition in program

Coat Check Sponsor - \$300 - one available

- Sponsor recognition in program and at coat check
- Bronze Sponsor benefits as listed above

* Inclusion is dependent on sponsor supplied high quality artwork.
Instructions will be included with confirmation of sponsorship.

For more information, please email **Mary Ann Bogarty- mabogarty@harfordbank.com** or **410-746-3909**. All ad information should be sent in pdf or jpeg format to: **amber_robinson@outlook.com**. Sponsorships are NOT limited to CPWN members so please share this information.

DON'T MISS THIS GREAT EVENT!!!

SAXON'S
DIAMOND
CENTERS

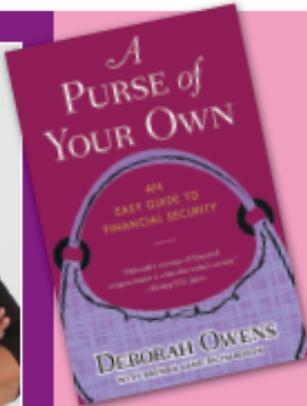
**8th Annual Hope in Handbags
Silent Purse Auction
& Retail Sale**



Featuring Honorary Chair
Deborah Owens
The Wealth Coach™

Financial Expert • Critically Acclaimed Author
CEO of Owens Media Group

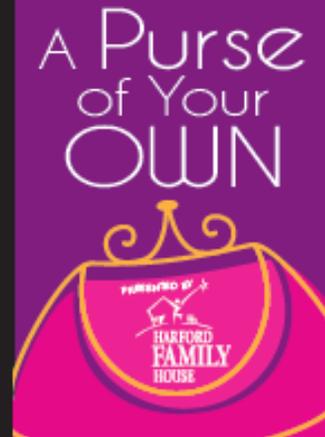
To learn more visit deborahowens.com
or follow her on Twitter @deborahowens
and Facebook [deborahowenspage](https://www.facebook.com/deborahowenspage)



Deborah Owens is a former Vice President with Fidelity Investments, a consultant to the Insurance Industry, a media personality and a sought after public speaker. She is the author of three books; most recently, the critically acclaimed, *A Purse of Your Own: An Easy Guide to Financial Security*. She holds a Master of Business Administration degree from Loyola University of Maryland.



Drop off Locations:
Arena Club, Greenfield Senior Living,
Freedom Federal, Merle Norman, Rapid Refill,
XO Saxons, Jones Junction, Sweet Eats Cakes,
Harford Family House, K&B Bridal & NVS Salon



**Exclusive
Preview Event**

**Friday, September 9th
6:00 pm - 8:30 pm**

\$10 Donation

to have 1st choice of designer handbags,
door prizes, and special book signing and
talk by Honorary Chair, Deborah Owens,
plus complimentary food and drink.

**Saturday, September 10th
10:00 am - 3:00 pm**

**Bel Air Reckord Armory
on Main Street**

Featuring:

**Designer Handbags Filled
with Valuables**

Cash & Carry:

**Designer, New, Gently-Used
& Vintage Handbags**

For more information call Kelli:

410.273.6700

www.harfordfamilyhouse.org

Board and Committee Directory

Board of Directors

President

Melissa Harbold, CFP®
Merrill Lynch
melissa_harbold@ml.com

Vice President

Bev Smith
The Lee Tessier Team,
Keller Williams American Premier Realty
bevsmith0712@gmail.com

Treasurer

Wendy Lee
Susquehanna Spine & Rehab
wendy@susquespine.com

Assistant Treasurer

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

Secretary

Kim Zavrotny
McComas Funeral Home
kzavrotny@mccomasfuneralhome.com

Immediate Past President

Carolyn W. Evans, Esquire
Sengstacke & Evans, LLC
cevans321@aol.com

Board Members At Large

Jeannette Stancill

FitzGerald Financial Group
jstancill@monarchmtg.com

Ronnie T. Davis

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

Jody Youll

Coffee News Harford
jody@coffeenewsharford.com

Board Chairs

Fashion Show

Mary Ann Bogarty
Harford Bank
mabogarty@harfordbank.com

Social Media

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

Sponsorship Chair

Lisa Fuller
Fuller & Associates Insurance
Lisa.fuller@insurewithfuller.com

Membership Co-Chair

Wendy Wright
The Wright Fit
wendy@thewrightfit.net

20th Anniversary Chair

Barbara Przybylski
Absolute Investigative Service
rebarb1434@aol.com

CPWN

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Newsletter Editor

Jordan Williams
CPWN Intern
jordan.williams4@comcast.net

2015-2016 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: Lisa Fuller at Lisa.Fuller@insurewithfuller.com , to arrange your sponsorship.
Sponsorships are offered on a first come-first served basis.*



**Building Relationships.
Growing Businesses.**

www.cpwnet.org
Membership Dues: \$75

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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