

## 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](http://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](mailto: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



### ***When Women Gather, Magic Happens!***

**There is sure to be plenty of magic in the air at the 18<sup>th</sup> 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](mailto:Mabogarty@harfordbank.com)  
410-746-3809





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

## *18<sup>th</sup> 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](mailto:mabogarty@harfordbank.com)** or **410-746-3909**. All ad information should be sent in pdf or jpeg format to: [amber\\_robinson@outlook.com](mailto: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](http://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](http://www.harfordfamilyhouse.org)

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## Board and Committee Directory

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### 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@wcscpa.com

#### Secretary

Kim Zavrotny  
McComas Funeral Home  
kzavrotny@mccomasfuneralhome.com

#### Immediate Past President

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

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

#### 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](mailto: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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