



# Newsletter

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

APRIL 2009

## WELCOME ..

to the all new E-Newsletter! We welcome your input and ask that you send any feedback to the editor at [renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com)

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## This Month - Tech Gadgets

### CPWN Member News

Publisher  
The Chesapeake Professional Women's Network

Assistant Publisher  
Renee McNally

Editor  
The CPWN Newsletter Committee

CPWN  
PO Box 654  
Bel Air, MD 21014  
410-297-9722

## Networking—4 Common Mistakes and How to Avoid Them

Referral business is invaluable to a small business and building a strong network is key to maximizing referrals.

The process of networking is long term, and for many business owners requires going to events and joining groups that may be uncomfortable. It also requires

you to make small talk and almost always deliver your 30 second introduction, neither of which you may feel are strengths. There are some common mistakes that can decrease your effectiveness in a networking situation. The good news is that networking is a marketing skill that can be learned. There are things you can do to address these mistakes immediately.

So what are these mistakes?

1. **Talking about yourself** - this is a mindset issue and much of what follows is related. It may seem counter-intuitive, but successful networking relies on you talking LESS about yourself and more about the person to whom you are talking at the time. It may seem that you need to tell as many people as you can all about yourself and your business, but as we shall see, this is counterproductive.



## SPONSOR—Colleen McDonough—Barks & Blooms

Colleen McDonough started Barks and Blooms Pet Sitting and Dog Walking Company to satisfy a need. To provide peace of mind, confidence and security to families with cherished pets. I personally would come home from a trip to find, no water for my pet, a smelly litter box or dead plants. There had to be a professional solution. Pets are our best friends, our other children and our Kleenex during a good cry. With all of the joy our pets give us, we can at least be sure they are comfortable and happy when we are on vacation, a daytrip or having a long day at work.

For a \$15.00 starting fee, our dogs enjoy an excellent walk or our cats enjoy some extra

playtime. We will entertain any pet, give simple or complicated feedings, refresh water, provide medications and check on your home. For a few extra dollars we will grab your mail, water your plants and even take out your garbage or recycling. Once you meet one of Barks and Blooms Fantastically Fabulous Walker you will immediately be comfortable to leave your pets in our care. We have walkers with vet tech experience, walkers who volunteer for Pets on Wheels and we recently were the #3 Fundraiser for the Humane Societies Bowl-a-Rama.

The secret to our success has been, professionalism, service and forming a true

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**EVENT CHECK IN**

For record keeping purposes, please remember to check in at all events, even if you have pre-paid.

One place you typically find a lot of self-talk is the 30 second introduction. Compiling a successful introduction takes time and effort. Often you will hear facts about the speaker's company - time in business, awards won, location and so on. Also common is a list of services they provide. The effect of this is to force the listener to decide if the services listed apply to them. Chances are they have heard similar speeches before and will tend to tune you out. Tip: make your introduction about the clients you love to serve. Say who you work with and the issues you help them with and you will get far more interest.

Lesson one therefore: Talk less about yourself

2. **Selling** - again, this may not seem to make sense upon first examination. Surely you are going to a networking event to find prospects and sell to them? Indeed this is a common tactic you will see. As soon as there is a whiff of interest, leap straight into "selling" mode. This is where the impression that networking events are full of sales people comes from. Most of the time this is a mistake because people hate to be sold. Your prospects have real issues for which they are searching for solutions, but they don't even know you yet. You certainly haven't established any trust with them and you need that first.

The way to avoid a selling habit is to change your mindset from finding clients, to establishing if they even have a need for your service and whether the two of you are a good "fit" for one another. To do this you need to understand the issues and challenges that your services address, and you need to ASK QUESTIONS to find out whether there is a fit with the person to whom you are speaking.

3. **Failing to give value** - remember establishing trust? Once you have gained the attention of your prospect, you need to establish trust with them so that they don't simply see you as another salesman, but someone to engage in further conversation. This is related to the avoidance of selling. If you are prepared to give away up to 20% of the value you give to clients, this will position you favorably as someone who is giving before expecting to get.

You might say that's all well and good, but what do you give away? This depends on your busi-

ness and the service you provide but typically, information that people can use is extremely valuable. Write reports and/or tip sheets on how to address common issues your clients wrestle with and offer to send that to prospects without expecting them to buy immediately - that's important. Give of this information freely.

4. **Poor follow up** - networking is generally the first stage in a relationship. It may be the only conversation you have with someone if you agree there is no fit between you. Chances are that you will see them again, and you want them to remember you and what you do so they can refer you to others. Whatever you agree to do next (send that report, email them with times to get together, send them a hand written note) you must follow through. Again, you are trying to build trust. If you collect cards but can't remember what you agreed to do with them, that is worse than not meeting in the first place. Trust will be lost if you don't follow up.

These points may seem obvious but they require a particular mindset that can be summed up as follows:

- Think "give" not "get" - give value freely, don't seek to gain a client on first meeting
- Be inquisitive - ask questions to find out about others rather than seeking to tell them about you
- Gear your message to other people's challenges - this is about them, not about you!

If you follow these simple rules you will stand out positively from all those people trying to sell!

Jerry Smith is the co-founder of Marketing Action Club, focusing on small service based businesses and independent professionals who want to grow but struggle to attract quality clients consistently.

Visit <http://www.marketingactionclub.com> for more resources on how to market your small business effectively

Article Source: [http://EzineArticles.com/?expert=Jerry\\_N\\_Smith](http://EzineArticles.com/?expert=Jerry_N_Smith)

# The iPhone vs. The Storm

The new touchscreen [BlackBerry Storm](#) looks a little like an iPhone and behaves a bit like one, too. So its release is sure to spark a furious debate over which is better. That's the wrong question. Each is an outstanding product—and distinct, despite a few similar design flourishes. The correct question is, which is right for you?

Although the Storm was clearly inspired by Apple's ([AAPL](#)) success with the iPhone, the two phones were conceived with different goals in mind. Research In Motion ([RIMM](#)) has removed its signature physical keyboard to make room for a 3.1-inch display, but it didn't compromise the BlackBerry mission: The Storm is first and foremost a text-centric device built around RIM's celebrated e-mail services. This makes it the hands-down winner for messaging tasks, particularly if you work for an organization that uses the BlackBerry Enterprise Server to relay corporate mail.

The Storm also won't send you scrambling for a mid-day recharge as the iPhone often does. It has more than enough power to get through a long, busy workday. And unlike the iPhone, the battery is easy to remove, so even if you manage to deplete the charge, you can always pop in a spare.

On the other hand, if messaging on your smartphone takes a back seat to Web browsing, social networking, games, and entertainment, you will be happier with an iPhone. Unlike all-business BlackBerries of years past, the Storm and other recent models try to be a bit more entertaining. And the Storm browser certainly takes good advantage of that big display, which, like the iPhone's screen, automatically changes orientation from vertical to horizontal as you rotate the phone.

But the Storm still can't hold a candle to the iPhone in terms of sheer fun. The credit for that goes to the iTunes App Store, with its astonishing range of programs—to name just two, MotionX Poker, in which

virtual dice roll when you shake the handset, and Shazam, which can identify music you hear on the radio by checking the sound against a database. Still, the Storm offers one key application that Apple, for reasons it has never made clear, has banned from the iPhone: turn-by-turn driving instructions from VZ Navigator.

Overall, in terms of hardware, I'd say the two phones are equal. The original iPhone set a new standard for touchscreen keyboards, but the Storm has it beat. The main difference is that a firm press on the Storm screen triggers a physical switch beneath the glass that both enters the letter you typed and produces a click that greatly improves the accuracy of typing. Hold the phone horizontally and you get a three-row keyboard similar to that on the BlackBerry Curve or the new Bold. Turn it vertically and it switches to the SureType variety, with two letters sharing most keys, just like on the BlackBerry Pearl. In either mode, software figures out what you are trying to type.

Having used BlackBerries for years, I found the touch keyboard took some getting used to. Try it yourself at your local Verizon shop: Switch back and forth between a BlackBerry 8830 or a Curve and the Storm, and you'll see why most people still prefer keys. But once you get used to the Storm's big screen, you'll forget the minor inconvenience. Virtual or real, BlackBerry's keyboards beat the iPhone in data entry.

Comparing networks is more difficult. First of all, the Storm doesn't do Wi-Fi, a deal-breaker for some people. Secondly, it runs only on Verizon, while iPhones are confined to AT&T ([T](#)). These networks use different technologies with roughly equal performance, so it really comes down to who offers the best service wherever you are planning to use the phone most. In tests of both networks in the Washington (D.C.) area and in Michigan, each got about the same high-speed coverage.



COMMITTEE CHAIRS

**Ambassador & Membership**

Kim Schmidt  
Hess Hotels Group  
[kim-schmidt@hesshotels.com](mailto:kim-schmidt@hesshotels.com)

**Events & Meeting Speakers**

Nancy Laudenslager  
Curves  
[nlauden@crosslink.net](mailto:nlauden@crosslink.net)  
and  
Mary Ann Bogarty  
PNC Bank  
[maryann.bogarty@pnc.com](mailto:maryann.bogarty@pnc.com)

**Fashion Show**

Wendy Lee  
Susquehanna Spine & Rehab  
[wendy@susquespine.com](mailto:wendy@susquespine.com)

**Publicity & Newsletter**

Renee McNally  
HR Solutions, LLC  
[renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com)

**Website**

Jennifer Lewis  
SafeNet  
[jennifer.lewis@safenet-inc.com](mailto:jennifer.lewis@safenet-inc.com)  
and  
Diane Dei  
AG Edwards  
[diane.dei@agedwards.com](mailto:diane.dei@agedwards.com)

Membership Dues: \$85  
Meeting Sponsorship: \$100  
plus door prize

[www.cpwnet.org](http://www.cpwnet.org)

**Attention all “New Members”!**

We will be having a New Member’s Reception on Friday, April 17, 2009, @ the Ramada Conference Center in Edgewood (attached to Richlin Ballroom) from 8:30am – 9:30am. Even though it states, “new Members” this meeting is for any member who is interested in networking and learning more about CPWN. Please e-mail Ploumi Saliaris, Susquehanna Bank, @ [Ploumi.Saliaris@susquehanna.net](mailto:Ploumi.Saliaris@susquehanna.net). Hope to see you there!

**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.

iPhone vs Storm con't

There are no major financial considerations in choosing between the Storm and the iPhone: Pricing and service plans are similar. As of Nov. 21 the Storm is available in the U.S. for \$200 after rebate with a two-year contract. Telus offers the Storm in Canada and Vodafone ([VOD](#)) in Europe. Like the iPhone—and unlike most Verizon handsets—the Storm can be used on fast, 3G networks worldwide. A global data plan costs \$65 above a voice plan; unlimited domestic-only data service is \$50.

What's my choice? I'm an e-mail guy, working in an environment that supports BlackBerry but not corporate mail on an iPhone, so it's a no-brainer. But to get the best of both worlds, I also have an iPod touch, which isn't a phone but runs most of those cool iPhone programs.



Sponsor con't

partnership with our clients. We have been available for our clients for a variety of situations. Gwen Martin, our client in Fallston recently had a scary health emergency. She wrote, "A simple Thank you is so inadequate. You took care, without question or planning of my babies so I could concentrate on my husband. "!" We want your experience with Barks and Blooms to be fabulous. It is time that business got back to relationships. We welcome you to visit our website at <http://www.BarksandBlooms.com>, or call us at 443-655-5882.

## WELCOME BACK

Sharon Epple  
 Benchmark Administrative Support Services  
 608 S. Main St.  
 Bel Air, MD 21014  
 410-893-6779  
[seppe@getbenchmark.com](mailto:seppe@getbenchmark.com)

Lee Harris  
 Lee's Trophy World  
 411 N. Main St.  
 Bel Air, MD 21014  
 410-893-1056  
[leehrr@aol.com](mailto:leehrr@aol.com)

## The Paint & Powder Club

"The Mark Merrick Open" will be performed **May 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup>** at Lorenzo's Timonium Dinner Theatre, which includes open bar, buffet dinner, the show and dancing afterwards. Tickets can be purchased by calling Carolyn Manning 410-527-0128 Price **\$70.00**

## What to Look for in a GPS System

### What to Look for in a GPS System

GPS prices have come down in the past year as technology has improved and competition has heated up, and you could free up both travel time and money by investing in a quality portable GPS system right now. And even though consumer confidence is steadily dwindling, now is a great time to invest in the convenience and efficiency of a new navigation system -- for an unbeatable price.

Check out the [best GPS deals](#) available now.

Real-time traffic services through a satellite radio subscription or with an in-dash navigation system are increasingly becoming popular, but stand-alone options, like those from GPS leaders TomTom or Navigon are potentially more cost-effective. If you're in the market for a new car altogether, consider the cost benefit of a portable unit over the expensive factory or dealer-installed GPS navigation.

In the GPS market, Garmin, Magellan and TomTom are the best-known brands and often considered the best quality GPS systems. But Mio, Navigon and Sony GPS systems are also becoming popular. Apple's iPhone 3G and others are also entering the industry by introducing basic GPS navigation in Smartphones, and there are rumors that even Sony's PlayStation Portable might soon add GPS capability. Still, most people will find a separate dash or windshield-mounted portable GPS system is a safer and easier tool for car navigation. Check out our [GPS Buying Guide](#) to help you decide what you really need in a portable GPS system -- and how much you should spend.

With so many options, setting a budget is probably the best way to start your search for the right GPS system. Keeping this in mind, we have devised three GPS review categories to help you decide.

### Inexpensive GPS Systems - \$250 and below

The most affordable GPS systems generally have 3.5-inch displays, pre-loaded 2D/3D mapping for the mainland U.S. as well as turn-by-turn navigation. These cheaper GPS units are suitable for most drivers, and may include extras like a touchscreen, a JPEG picture viewer, and a calculator and currency converter.

#### GPS Reviews for the Top 3 Ranked Models:

#1 [Garmin nuvi 205](#), Score: 9.2, List Price \$189.99

#2 [Garmin nuvi 200](#), Score: 9.1, List Price \$199.99

#3 [TomTom ONE 130](#), Score: 8.4, List Price \$149.99

### Mid-Range GPS Systems - \$250 to \$500

Mid-range navigation systems generally have larger screens than the inexpensive models, and include convenience extras like Bluetooth connectivity and real-time traffic, as well as MP3 players or FM transmission.

#### GPS Reviews for the Top 3 Ranked Models:

#1 [TomTom GO 920T](#), Score: 8.8, List Price \$349.95

#2 [Mio DigiWalker C520](#), Score: 8.5, List Price \$299.99

#3 [TomTom GO 930](#), Score: 8.5, List Price \$399.95

### Advanced GPS Systems - \$500 and above

Advanced navigation systems normally have five-inch displays and beyond, and are sometimes loaded with features and functions to facilitate more than car travel.

#### GPS Reviews for the Top 3 Ranked Models:

#1 [Garmin nuvi 880](#), Score: 9.7, List Price \$799.99

#2 [TomTom GO 300](#), Score: 8.9, List Price \$536.00

#3 [Harman Kardon Guide + Play 810](#), Score: 6.53, List Price \$500.00

Continue with our [GPS Buying Guide](#) for a more detailed analysis of what your options are when buying a GPS navigation system.

### More about Car GPS Systems

[Best GPS Deals -- March 2009](#)

No one is in the mood to buy toys and gadgets. But if you are looking to boost or replace your consumer electronics, now could be one of the best times to invest. Let us guide you through some dos and don'ts of shopping for a portable navigation device.

[7 Sizzling Gadgets for 2009](#)

CES 2009 unveiled smaller, multi-functioning devices that could have more bang for the struggling consumer's buck. Check out the seven toys we're looking forward to the most -- for both their frugality and fun.

Source: <http://usnews.rankingsandreviews.com/cars-trucks/GPS/>

## Love Your Heart – Exercise

The easiest way to start getting your heart in better shape is to exercise for 30 minutes every day. Aerobic exercises are the ones that are mostly for your heart. They get it pumping more to give it the exercise it needs, and make it stronger and more efficient. They also use more calories than other activities. Good examples of aerobic activities are:

- Brisk walking
- Using aerobic equipment such as a treadmill or stationary bike
- Dancing
- Jogging
- Ice or roller skating
- Bicycling
- Cross-country or downhill skiing
- Swimming
- Racket sports
- Aerobic dancing
- Rowing

Let's say you cannot exercise for 30 minutes at a stretch – why not:

- Take a short walk around the block
- Rake leaves
- Play actively with children
- Walk up the stairs instead of taking the elevator
- Mow the lawn
- Take an activity break from your desk/computer – get up and stretch or walk around
- Walk the extra distance by parking a little farther than you normally would.

- Each time you put 10 or 15 minutes of exercise into your day, it's good for your heart.

### How Often Should You Exercise? Experts recommend:

*Ideal Exercise Schedule:* 30 minutes of aerobic activity every day, and a muscle-strengthening activity at least twice a week.

*Acceptable Exercise Schedule:* accumulate 30 minutes or more of moderate-intensity physical activity (for example, 10 minutes of walking, 10 minutes of gardening and 10 minutes of housework) five times a week.

### A Safe Heart Rate

For your workout to be effective, you should exercise enough to raise your heart rate to your "target heart rate." Your target heart rate is 50 to 75 percent of your maximum heart rate (the fastest your heart can beat). To find your target heart rate, refer to the chart below:

Age	Target Heart Rate (50-75%)	Maximum Heart Rate (100%)
20-30 years	98-146 beats per min.	195 beats per min.
31-40 years	93-138 beats per min.	185 beats per min.
41-50 years	88-131 beats per min.	175 beats per min.
51-60 years	83-123 beats per min.	165 beats per min.
61+ years	78-116 beats per min	155 beats per min.

Remember – 30 minutes a day will keep heart problems away.

Submitted by Greta Brand of Greta Brand & Associates. Greta can be reached at 410-399-2001 or [greta@gretabrand.com](mailto:greta@gretabrand.com)



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

## Welcome

## New Members!

Gail Button  
Richlin Ballroom  
1700 Van Bibber Rd.  
Edgewood, MD 21040  
410-671-7500  
[gbutton@slvhospitality.com](mailto:gbutton@slvhospitality.com)

Janis Mulinax  
Powerhouse Title Group, LLC  
1412 E. Joppa Road  
Towson, MD 21286  
410-337-7788  
[janism@ptgtitle.com](mailto:janism@ptgtitle.com)

Bobbi Panuska  
Bel Air Construction  
1655 Robin Circle  
Forest Hill, MD 21050  
410-557-9838  
[bobbi@belairconstruction.com](mailto:bobbi@belairconstruction.com)

## UPCOMING EVENTS

April 14, 2009  
5:30 PM—7:30 PM  
Evening Networking  
BLISS Coffee & Wine Bar  
1402 Handlir Dr., Bel Air  
Cost: \$20/\$25

May 12, 2009  
11:30 AM—1:30 PM  
Speaker: Brian Kroneberger from  
WBAL AM 1090  
Richlin Ballroom  
Cost: \$20/\$25

rsvp at [www.cpwnet.org](http://www.cpwnet.org) or 410-297-9722  
Deadline is Friday before the event at Noon.

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Address editorial and other inquiries to:

The Editor  
CPWN Newsletter  
CPWN  
PO Box 654  
Bel Air, MD 21014  
[renee@hrsolutionsllc.com](mailto:renee@hrsolutionsllc.com)

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Health Coach 410-245-9241  
Call 410-245-9241  
Office 410-335-8940  
Email: [Adrienne@thathealthcoach.com](mailto:Adrienne@thathealthcoach.com)  
Web: [www.thathealthcoach.com](http://www.thathealthcoach.com)  
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Key Title

Key Title, Inc.  
35 Palford Avenue, Suite 100  
Bel Air, Maryland 21014  
Tel: (410) 813-4800  
Fax: (410) 813-4404  
[www.key-title.com](http://www.key-title.com)

Anna Davidson  
Marketing/Settlement Officer  
[adavidson@key-title.com](mailto:adavidson@key-title.com)