



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

Newsletter

WELCOME ..

AUGUST 2011

to the all new
E-Newsletter!
We welcome your
input and ask that
you send any
feedback to the
editor at
Melissa_harbold@ml.com

Want the hard copy??
Just hit PRINT!

This Issue: Staying at the Top of Your Game

Publisher
The Chesapeake
Professional Women's
Network

Assistant Publisher
Melissa Harbold

Editor
The CPWN Newslet-
ter Committee

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

August Sponsor: Mary Ann Bogarty, PNC Bank

Mary Ann Bogarty has been a member of CPWN for nearly ten years and a member of the board of directors for over six years. She is actively involved in numerous non-profit organizations in Harford County and has spent the past twenty years in the banking industry. She is currently employed as a Business Banking Representative for PNC Bank where she recently received the 2011 Achievement Award for excellence in customer service. As a business banker for PNC she provides her clients with great service and powerful financial expertise to help them meet their financial goals. Mary Ann and her husband Dan live in Jarrettsville with their three year old son Jordan and their dog Toby.

PNC Bank is one of the nation's largest diversified financial services organizations providing retail and business banking in 15 states and the District of Columbia; with residential mortgage banking and specialized services for corporations and government entities. PNC advisors bring financial savvy,

local knowledge and truly personal service to all of their banking relationships. They have a longstanding history of supporting the communities they serve-in education and the arts and in many other ways. For decades, PNC has provided resources to seed ideas, foster development initiatives and encourage leadership in nonprofit organizations where imagination and determination are at work enhancing people's lives every day.

Whether you're an individual or a business, PNC can help you bank intelligently and easily. For more information on PNC Bank please contact Mary Ann at the following:



PNC Bank

130 South Bond Street
Bel Air, Maryland 21014

Office-410-638-2037 Cell: 410-746-3809

Maryann.bogarty@pnc.com

www.pnc.com

**Register Now for the Upcoming August
Networking Event
www.cpwnet.org**

August 9, 2011
8:00am—10:00 am
Open Door Café
Sponsor: Mary Ann Bogarty, PNC Bank
\$18 Mbrs/ \$25 Non-Mbrs

**Board of
Directors**

President

Renee McNally

HR Solutions, LLC
renee@hrsolutionsllc.com

Vice President

Carolyn Evans

Sengstacke & Evans, LLC
cevens321@aol.com

Treasurer

Melissa Harbold

Merrill Lynch
melissa_harbold@ml.com

Secretary

Wendy Lee

Susquehanna Spine & Rehab
wendy@susquespine.com

Immediate

Past President

Mary Ann Bogarty

PNC Bank
Maryann.bogarty@pnc.com

EVENT CHECK IN

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

President's Message



Hello CPWN Members!

As the summer months are winding down, I am very excited to begin my term as your new president! I'm looking forward to our August meeting, which is on the 9th, because it is an all networking meeting that's being held in the morning. It will give me a great opportunity to meet all of the people I don't usually get to talk to because I've been at the registration table. Please feel free to come up and introduce yourself if we've never had a chance to meet. If you can't make our meeting this month, we have a great fall lineup – September brings us Cindy Wolf, renowned Chef. October of course is our annual Fashion Show, November our speaker is Susan Fischer from The Daily Record and we wind up the year with our Holiday Party.

I'd like to welcome our new board members as well – Jeannette Stancill, Joyce Flatau, and Kathy Walsh are all new additions to our CPWN board. I am looking forward to their continued contributions to our organization! This month is also the time that our board starts planning for 2012. Sponsorships are open and if you have any ideas for meetings, speakers, venues, or other items, please let myself or any board member know. We strive to bring new topics and great speakers to our events so we'd love to hear what you're interested in! I'd also love to hear about any suggestions you may have as well for our organization as a whole. You can email me at renee@hrsolutionsllc.com or call me at 443-243-4031.

Renee McNally



Thank you to our Outgoing Board Members

Patty Desiderio, President of Patty's Gifts and Baskets LLC, T/A Patty's Promotions joined CPWN in March of 2004. Patty joined the fashion show committee in the summer of 2004 and has served on the committee for eight years. Her responsibilities on the committee included sub-committee chair of the Program, 2007 chair of the fashion show and 2008 co-chair. Patty has also volunteered the past two years to work on the annual Girls Night Out event.



She joined the board in July 2007 as a member at large for two years and has served for the last two years as Secretary on the board. The board of directors would like to recognize Patty's volunteer work and her many years of service to the organization.



Lorrie Schenning, Senior Vice President of Peoples Bank, has been a member of CPWN since 1998. She has served on the board for 8 years, in various positions including President, Past President, Treasurer, Committee Chair for Events and member at large. The board of directors would like thank Lorrie for her many contributions to CPWN

The board would like to thank Sandy Glock, of Open Door Café, for her valuable service to the organization. Sandy has been a member of CPWN since 1996. She has served on the board for many years in various capacities



MEMBER NEWS & ITEMS OF INTEREST

COMMITTEE CHAIRS

Ambassador & Membership

Liz Hopkins
M&T Bank
ehopkins@mtb.com

Events & Meeting Speakers

Andrea Kirk
Ameriprise Financial Services, Inc
Andrea.n.kirk@ampf.com

Fashion Show

Kim Zavrotny
Evans Funeral Chapel & Cremation-
monton@evansfuneralchapel.com

Publicity & Newsletter

Melissa Harbold
Merrill Lynch
Melissa_harbold@ml.com

Website

Renee McNally
HR Solutions, LLC
renee@hrsolutionsllc.com

Membership Dues: \$85
Meeting Sponsorship: \$150
Plus door prize

www.cpwnet.org



A Thank You from Family & Children Services

Dear CPWN Members,

Thank-you so much for the 2nd year in a row allowing Family & Children Services to be the benefactor of the CPWN Women's Night Out. I can't tell you how much the funds are needed & appreciated. We will be using the \$1,000.00 for our trauma based treatment center operating expenses, to include covering a portion of one of our therapist's salaries. As you know, our Trauma program provides therapy for victims of childhood sexual & physical abuse (both children and adults.) The program continues to operate with a waiting list, so this money will help to reduce the wait for clients to see a therapist.

Once again, thank you all for the incredible generosity.

Sincerely,

Jennifer Redding

Open Doors Career Center

Dear Members of CPWN,

I am writing to inform you of some changes that will be taking place at Open Doors.

The Open Doors Board of Directors have made a very painful decision to dissolve the organization by the end of June. We have endured multiple, severe funding cuts over the past few years and felt it would be in our client's best interest to shift the management of our services to other agencies that could best sustain and maintain them. We are so appreciative of the support you have always shown Open Doors.

We are proud of the fact that Open Doors has served over 14,000 women in Harford County since its inception, so we will not cry because it is over, we will smile because it happened.

Thank you again, for all of your support, and although the agency will officially end on June 30, we will be in the office with limited availability while we pack and wrap up loose ends, through July.

If you have any questions in the meantime, please call the Open Doors office at 410-638-0187,

With kindest regards,

Robyn Burke
Executive Director

MEMBER NEWS & ITEMS OF INTEREST, continued

Patty's Gifts and Baskets, LLC, T/A Patty's Promotions

Patricia M. Desiderio, President and Owner of Patty's Gifts and Baskets, LLC, T/A Patty's Promotions, would like to announce the addition of a new office in the Destin, Florida area. The office will be managed by Robin Wright. She will be responsible for growing the business from Panama City to Destin, Florida. She is based in Santa Rosa Beach.



Please remember that one of the perks of sponsoring a monthly CPWN meeting, is having the exclusive right to place items of interest on the members dining tables.

If you are not the monthly sponsor, there is a table provided by check-in where you may place flyers/informational pieces.

Thank you.



Fashion Show Corner

Can you believe that it is August already? Most of us are thinking back to school, but those of us involved in the fashion show, we are thinking SILENT AUCTION!! If you have already turned in your donation, we thank you! If not, please make sure you see Rose Zappa-Jehnert 443-465-7311 (rose@getit2gether.com) or Janis McGuire 410-382-4971 (jmcquire1@metlife.com) to arrange for pick-up or delivery of your donation. Remember to ask your friends, relatives, neighbors or co-workers about something they may be able to donate because we never stop looking. The silent auction is our biggest fund raiser within the fashion show and any donation, big or small will be gladly accepted. We also have raffle tickets to buy & sell. You can't beat \$1 each or 6 for \$5 for a chance to win a weekend spa getaway worth \$2000! We ask that all members take some to sell, they are available at our monthly meetings, or by contacting Kim Zavrotny 410-343-3000 (monkton@evansfuneralchapel.com) . Program ads are still available. This is a great way to have your business highlighted to all of the attendees the night of the event and also support our selected women's charities. Tickets for the event are available online and must be purchased in advance at www.cpwnet.org . Don't wait because we can sell out and you don't want to be left behind!

WOMEN HELPING WOMEN: A List of Organizations that CPWN Supports

Athena Award – CPWN is a sponsor of the Athena Award, which is an award recognizing women who demonstrate excellence in their business or profession, devote time and energy to the community and generously assist women in attaining their full leadership potential. Of the Harford County recipients of the Athena Award, we are proud that four are members of CPWN (Kim Wagner, Debi Williams, Sheryl Davis-Kohl and Content McLaughlin). For information, contact Pat Hogan at 410-836-4713.

New Visions for Women – A fun, power-packed day of workshops and sessions designed to energize and invigorate you and to celebrate women as unique individuals and as a collective force in the community. The annual event is held at Harford Community College. CPWN is a sponsor and member of the Committee, often our members are presenters.

Anna's House – A non-profit organization that provides transitional housing for women and their children and also offers case management, counseling, career skills training and employment assistance. To support Anna's House, CPWN sells the "Lucinda" Women and House Pins as a fundraiser at CPWN events.

SARC- "We work to end domestic violence, sexual violence and stalking to aid its victims and to create a society free from abuse and fear." We are Harford County's lifeline to both adult and child victims by providing: counseling, legal representation and a 28 bed safehouse. Over 2000 people a year turn to SARC for help. Call our 24 hour helpline at 410-836-8430 or learn how you can help at www.sarc-maryland.org

Scholarship – CPWN sponsors a \$1000 scholarship for Harford Community College, to be awarded annually to a "female student who exemplifies professionalism and commitment to the community", and who meets certain academic criteria. Funding is from special raffles and events. For information contact Mary Ann Bogarty at 410-638-2037.

Bridge to Success – This program was created by CPWN in conjunction with Open Doors to establish and maintain a fund used by Open Doors' clients to help them pay for unsupported expenses, such as child care, transportation, etc., in order to help them in their job search. Attractive "Bridge" Pins are available at \$20 each to support this program.

How to Get Government Grants for Training

Government funding is often available to help small companies train employees and develop work skills. While some funds come as grants, much of it gets allocated to states or local work-force boards which decide what industries and areas to support. The trick is to identify programs aimed at your region or industry.

Start at the federal level. Representatives at the U.S. Department of Labor's Business Relations Group will work with you to identify programs you could use. Tell them what industry you're in and what you're hoping to accomplish with worker training. They know about programs in the works and can put you on lists to be notified about future opportunities.

State economic-development agencies also offer training assistance, grants and tax credits. Such agencies don't always have similar names, so when searching online for those in your state, try a variety of key phrases.

Contact your local community college and public university. Government agencies often dole out money to colleges and universities, which, in turn, run training programs. They help you with your grant application, if one is needed, so don't let a lack of experience in grant-writing stop you.

Across the U.S., work-force boards, run by local appointees and volunteers, help coordinate federal, state and local employment programs.

In addition, One-Stop Career Centers — offices designed as one-stop shops for both employers and workers to get information about the job market and economic development — can help put employers and workers together. There are more than 3,200 centers where you can research training programs and access databases of workers.

<http://guides.wsj.com/small-business/funding/how-to-get-government-grants-for-training/>



New Members

Meggin M'Gonigle-Reeder

Small Business Banker

Bank of America

307 S Tollgate Road

Bel Air, MD 21014

443-655-5286

Meggin.m'gonigle-reeder@bankofamerica.com



Board Members

At Large

Board Members At Large

Andrea Kirk

Ameriprise Financial

Andrea.n.kirk@ampf.com

Liz Hopkins

M&T Bank

ehopkins@mtb.com

Kim Zavrotny

Evans Funeral Chapel & Cremation

monton@evansfuneralchapel.com

Joyce Flatau

Parris-Castoro Eye & Laser Center

jflatau@parriscastoro.com

Jeannette Stancill

Alliance Mortgage Funding

Jeannette@md-pahomeloans.com

Kathy Walsh

JigSaw Marketing Solutions

kwalsh@jigsawmarketingsolutions.com

How to stay on top of your game: keeping your skills in tip top shape

We've all been there: in a place where we feel that our career has stalled or that we've stagnated and stopped growing professionally. If your work life is a little like the movie *Ground Hound Day*, it may be time to look at your skills and figure out how to get back on top of your game. Here are few ways to get started.

Track the shooting stars

If you look at people in your industry, who are where you want to be today, what did they do? Did they write a book or a white paper? Become training fanatics who were always learning something new? Or did they just show up more often and early?

If it's not obvious when you think about the successful people around you, ask them. There's nothing people like more than talking about success.



Read the job boards

When you read the job boards in your industry and you see the jobs that you like, what kinds of skills are they looking for? Are they looking for a specific IT certification? Communicators? Leaders? IT Managers? Exchange Administrators? What are the buzz-words that you see repeated? Those are your guideposts as you decide how to reinvent or evolve your skills.

Nurture and covet your reputation

Your reputation truly does proceed you whether it's good or bad or indifferent. Think about what your peers would say if they received an inquiry about you. If someone asked them, "So, what do you think of Joanne [substitute your name here]?" What would they say? What they say needs to be aligned with what the marketplace needs. Remember, it's never too late to change a perception. If you come in late, start coming in early. If you never volunteer for extra projects, take the initiative and manage your team's next philanthropic effort. Treat your reputation like the gold that it is.



Be technology savvy

Today's workforce needs to be tech savvy at all levels. While every industry varies, make sure you know the top software applications in your field and that you also know how to be a productive mobile employee. Companies want to know that they're not just hiring your skills, but also your ability to change and be productive in many settings. Are you a road warrior who lives and breathes with your Blackberry or iPhone? If you are, strut your stuff and use the technology that you've mastered to your advantage.

Continued on Next Page

Continued from the previous page

Polish your communication skills

Many jobs are won or lost based on your ability to present yourself well. Don't make the mistake of thinking that only marketers or communication people need great communication skills. We all need them! If your Achilles heel is your presentation skills, take a course and hone them to perfection.

Know how to negotiate

Negotiations are not just for the big deal closers in life. It's for every one who wants something.

Cultivate a relationship with a respected head hunter

The time to cozy up to your industry's hottest headhunter is not when you're desperate for a job. Instead, you want to have a relationship with a headhunter that you respect throughout your career. Make it your job to stay in touch and communicate your successes. They want to know you and also any contacts you have that may be in the job market. Make it a win/win and develop a rapport where you can pick up the phone and ask candid questions about the market and how you play in it.



Make time

If you think you don't have time to take a class or get some training, think again. With so many classes moving online, you now can feed your brain without leaving your desktop. It just takes some planning.



Connect passion with purpose

When the skills are in place, we often hire people simply because we like them. This is where your passion comes into play. Are you an avid golfer or photographer? Do you ride a Harley or play the saxophone? Your personal passions are also part of your resume and often the spark that ignites a conversation or connection in a job interview.

Just don't wear your bike chaps into the interview itself.

Tell a story

Don't think of your resume as just a listing of your experience. What is the story that it tells the employer? Look critically at your experience, align it to the market and then make sure it weaves a story that sets you apart from the rest.

That story could be the stand up comedian on the weekend who knows how to use humor to make people work better together or the jazz saxophonist who gigs at the coffee house in the college town one night a week and who knows how to improvise to get things done. Whatever your story is, let it shine with the confidence of someone who is on top of his game. No matter where you are in your career, there's always room to improve your skills and position yourself for the next opportunity. Don't wait to prepare. Get your career in shape now and be ready when the opportunity presents itself. Here's to your success!

Written by: Michelle LaBrosse

<http://www.outlookpower.com/issuesprint/issue200802/00002069.html>



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

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.

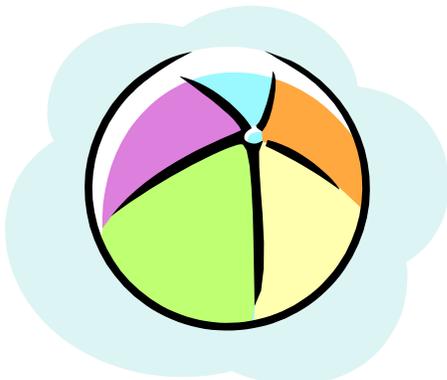
Varying meeting dates, times, and locations to meet your busy schedule.

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.



UPCOMING EVENTS

August Networking Meeting

8/9/2011, Breakfast

Open Door Café

Sponsor: Mary Ann Bogarty, PNC Bank

\$18 Mbrs/ \$25 Non-Mbrs

September Networking Meeting

9/13/2011, 11:30-1:30

Maryland Golf & Country Club

Speaker: Chef, Cindy Wolf

Sponsor: Jennifer Webster, Lassen, Marine & Webster

\$20 Mbrs/ \$30 Non-Mbrs

October Fashion Show

October 11, 2011

\$45 Members/ \$55 Non-members

\$450 Table

rsvp at www.cpwnet.org or 410-297-9722

Deadline is Friday before the event at Noon.

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

Address editorial and other inquiries to:

Melissa Harbold

410-321-4371

melissa_harbold@ml.com

Remember to "like" CPWN on

