



Newsletter

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

DECEMBER 2010

WELCOME ..

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 Month -

How to Holiday without going into the Hole

Publisher
The Chesapeake Professional Women's Network

Assistant Publisher
Melissa Harbold

Editor
The CPWN Newsletter Committee

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

December is CPWN's Annual Holiday Meeting

President's Message

The holidays are my favorite time of the year! Thanksgiving wasn't even over and I couldn't wait to make my way into the crowd on "Black Friday." I listened to Christmas music all day long while trying to get my entire shopping list taken care of. Although I made a dent in the list, I am still not finished but that just



gives me more time to enjoy the season. If you are not already in the spirit now is the time to get into it. Spending time with family and friends and giving to those less fortunate should be top on your agenda this time year.

Speaking of top of the list, I must say that our November meeting was nothing short of fabulous. We were lucky enough to have Jamie Costello of WMAR Channel 2 as our guest speaker.

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December Sponsor:

Traci Petty is the Membership and Program Advisor for the Walter and Betty Ward Family Center Y in Abingdon.

Traci brings over 10 years of customer service experience to the Y of Central Maryland. Traci greets all Y guests, orients them to Y programs and facilities, and is also responsible for assisting with fundraising for the "Safe Places for Kids" Campaign.

Traci is the mother of two amazing children, has lived in Harford County for over 30 years and is very passionate



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BOARD OF DIRECTORS

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PNC Bank
maryann.bogarty@pnc.com

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HR Solutionsllc.
renee@hrsolutionsllc.com

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Peoples Bank
lschenning@peoplesbanknet.com

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Patty's Promotions
pattygiftbaskets@comcast.net

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Peoples Bank
lschenning@peoplesbanknet.com

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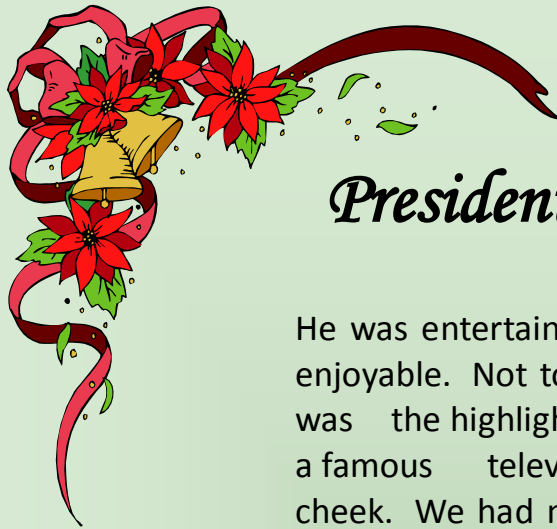
Melissa Harbold

Andrea Kirk

Carolyn Evans

EVENT CHECK IN

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



President's Message con't from page one

He was entertaining, energetic, and most of all, very enjoyable. Not to mention he kissed my cheek. That was the highlight of my day! It's not every day that a famous television personality kisses my cheek. We had nearly one hundred people. We had many new faces which is really nice to see. I would like to thank our sponsor Diane Woish and Maryland Golf and Country Club for hosting our event.

We are looking forward to seeing everyone at our Annual Christmas Party on Tuesday, December 14, 2010 from 5:30-7:30 at Beachtree in Aberdeen. Our sponsor will be Traci Petty of the Y of Central Maryland. We will be donating the money we raised from the Annual Fall Fashion Show to Open Doors Career Center and Sarc. We will be having live entertainment by Chris Sengstacke and will be enjoying the company of some of the most wonderful women I have the pleasure of networking with.

It has been a wonderful year here at CPWN. I would like to thank all of you for helping to make our first Women's Night Out a successful first event and for making our Annual Fashion Show the best it has ever been. We had a nice variety of speakers and events this year and even made it into the Harford Business Ledger. We are making progress every day. It goes to show that our group of women like us can make a difference in the lives of others. Thank you to all of you for your contributions to our organization this past year. I want to wish everyone a wonder holiday season and a Happy New Year.

Sincerely,

Mary Ann



WOMEN HELPING WOMEN: A List of Organizations that CPWN Supports

As the Holidays approach, its time to reflect on gifts we have received throughout the year. It is also a tie when many consider how they can share with the less fortunate. Please take a moment to visit these causes and help make the holidays brighter.

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.

Open Doors Career Center – A not-for-profit social services agency, whose mission is to empower individuals in need of life and employment skills by providing opportunities and resources to encourage them to discover the keys to their success. CPWN founded the "Bridge to Success" program and CPWN members donate appropriate business clothing to Open Doors. For information contact Robyn Burke at 410-638-0187.

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.



MEMBER NEWS & ITEMS OF INTEREST

COMMITTEE CHAIRS

Ambassador & Membership

Liz Hopkins
M&T Bank
ehopkins@mtb.com

Events & Meeting Speakers

Sandy Glock
Open Door Café
sglock@atapco.com

Fashion Show

Wendy Lee
Susquehanna Spine & Rehab
wendy@susquespine.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: \$125
plus door prize

www.cpwnet.org



Patricia M. Desiderio, President and owner of Patty's Gifts and Baskets LLC, Trading As **Patty's Promotions** received the WBE Partnership Award on November 10, 2010 in Washington D.C.

This annual award is presented by the WPEO (Women's President Educational Organization) to a WBE (Women's Business Enterprise) who has reported the most done deals working with other WBE's, using their services and forming business relationships to provide services.

Patty's Gifts and Baskets has been certified as a Women's Business Enterprise for the last five years by the WPEO-DC.

Give Back with SARC This Holiday Season

Adopt-A-Family

SARC will provide a Wishlist from the chosen family. Purchase some or all of the items on the list and deliver them to SARC on 12/7.8.9 from 8:30am –7pm or 12/30 from 8:30am-3:30 pm.

Stock The Stocking Room

Help SARC provide special holiday gifts to children ages 9-16. Drop your unwrapped gift off to SARC 12/7.8.9 from 8:30am –7pm or 12/30 from 8:30am-3:30 pm.

Donate

Watch your mail for SARC's special holiday card and say yes to giving back by donating to SARC this year. Help SARC continue and expand our services by helping us raise \$45,000. We have more clients and a waitlist and need your help!

CPWN is currently looking for Sponsors for our 2011 Meetings. Please contact Renee McNally for more information at Renee@hrsolutionsllc.com

Christmas Holiday Shopping Benefits: Online or In the Stores?

Christmas is such a busy time of year and the stores are always crowded. Is it better to shop online for Christmas gifts or brave the crowds in stores?

Every year, billions of people are celebrating Christmas and making a list of gifts to buy for family, friends and co-workers. In today's online world, you don't have to brave the crowds in stores and venture out to buy Christmas gifts anymore. You can easily buy everything you need online, from the convenience of your home; if you already know what you want to buy everyone for Christmas.



Benefits of Shopping Online for Your Christmas Holiday Gifts:

If you already know what you want to buy for the people on your list, shopping online has many advantages over in-store purchasing, like:

Grandparent Holiday Gifts Unique Grandparents Christmas Gifts Personalized Free & Delivered Fast!
www.PersonalizationMall.com; Wine-Tapa Now in 5 colors! Perfect for party gifts, stocking stuffers & more wine-tapa.com



- Ability to price-compare on various stores
- Avoid the hassle of going out, finding parking, and dealing with crowded stores
- Less chance of other impulsive purchases
- Shipping right to your door
- Access to unique items that others may not have or buy already

But there is also a downside to online shopping like:

- Items may get back-ordered and you may be scrambling for a gift last minute
- Sales may be better in the stores and not reflected online
- You don't get to physically see or touch the product
- Product may arrive damaged during shipping and leave you in a hurry to replace it
- If you get gift-wrapping option you don't even get to see the product as it will already be wrapped when it's delivered to you
- Can be more costly on delivery charges, especially if you buy from many online stores

Benefits of Shopping in Stores for Christmas Holiday Gifts

While shopping in a store you get to browse around and get many great ideas for the people on your list.

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about the mission, commitment and values that the Y brings to the community.

The Walter and Betty Ward Family Center Y opened in June of 2007 and provides a variety of family activities, fitness programs, sports programs, educational programs, and leisure self enhancement programs. The center also holds summer camp, teen nights, and other youth programs such as Youth and Government, Parents Night Out, Home School sports and arts and crafts, and children's creative classes. The Y supports the community by providing financial assistance to those who would otherwise not be able to participate in these programs.

"It is core to our mission to remain as affordable and accessible to as many people as possible. Our free Family Fun Nights are a tangible example of this commitment. We believe these initiatives will help the broadest number of people in our community stay connected to positive influences that keep spirits, minds and bodies healthy and happy", says John Hoey, President and CEO of the Y of Central Maryland.

Our Mission:

The Y of Central Maryland is a charitable organization dedicated to developing the full potential of every individual through programs that build healthy spirit, mind and body for all.

Our Commitment: At the Y, we are committed to providing family-oriented, affordable, high quality programs that lead to:

- Every child and youth deepening positive values, their commitment to service and their motivation to learn;
- Every family building stronger bonds, achieving greater work/life balance and becoming more engaged with their communities; and
- An enhanced quality of life in the communities in which we operate

The Y is a place for everyone. People of all races, ages, faiths, gender, abilities, backgrounds and incomes are welcome and financial assistance on a sliding scale is available to those who would otherwise be unable to participate.

Our Values:

Caring, Honesty, Respect and Responsibility

Traci Petty

Y of Central Maryland

410-569-7562

2011 Calendar of Events!

| | | | | | | |
|---|----|----|---|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <p>January 11th Lunch Meeting Bellisimo Speaker: Janice Encapera will speak about Etiquette Sponsor: Melissa Harbold with Merrill Lynch</p> | | | | | | |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| <p>February 8th Meeting Richlin Ballroom Speaker: Dr. Golloday, President of HCC</p> | | | | | | |
| <p>March 8th Lunch Meeting Networking at Bonefish</p> | | | | | | |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| <p>Sponsor: Kathy Walsh with Jigsaw Marketing Solutions</p> | | | | | | |
| <p>April 12th Lunch Meeting Wetlands Speaker: Margie Bonnett of Sandler Sales and Marketing</p> | | | | | | |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| <p>Sponsor: Renee McNally with HR Solutions</p> | | | | | | |
| <p>May Evening 2nd Annual Women's Night Out Maryland Golf and Country Club</p> | | | | | | |
| 29 | 30 | 31 | | | | |
|  | | | <p>June Lunch Meeting Country Club Special Health & Wellness Panel</p> | | | |

New Members

Elena Contis

La Banque De Fleuve
423 St John Street
Havre de Grace, MD 21078
443-942-1444
elena@contisgroup.com

Sandra Demczak

Hair Design LLC
122 N Main Street
Bel Air, MD 21014
410-879-6500
hairdoctor1234@aol.com
Hairdesignllc.com

Anne Fullem

HC Style Magazine
945 Nena Ave
Havre de Grace, MD 21078
443-243-7219
afullem@harfordstyle.com
www.harfordstyle.com

Rhonda Noll

Bel Air Memorial Gardens
809 Rockspring Road
Bel Air, MD 21014
410-838-6667
bobsnoll@hotmail.com

Lucie Snodgrass

3410 Ady Road
Street, MD 21154
410-893-7290
lucie@charm.net
Www.lucielsnodgrass.net

Amanda Vaughn

161 Arthur Avenue
Port Deposit, MD 21904
410-378-9438
info@moxiesalon.net

Joy Waida

Joy Home Design-staging & Interiors
105 Fallston Meadow Court
443-621-8077
joy@joyhomedesign.com

Jennifer Webster

Lassen, Marin & Webster Inc.
1814 Park Beach Drive
Aberdeen, MD 21001
410-838-2277
jwebster@lmwins.com
www.lmwins.com

Dr. Mary Teddy Wray

Laurel Bush Family Dentistry
2111 Laurel Bush Road Ste E
Bel Air, MD 21015
443-512-8703
drmteddywray@aol.com



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There are many advantages to shopping in the stores, versus shopping online like:

Ideas for gifts you hadn't thought of

Access to special sales not advertised online or in the media

Ability to touch and see the product before buying

Confidence that product is in hand and ready to deliver

Confidence that produce is not damaged and ready to be wrapped

Access to gift-wrapping and knowing the right product has been gift-wrapped

Feeling the Christmas spirit by being immersed in a holiday setting with music, glitter and mall Santas



There are, of course, cons to shopping in the stores at Christmas:

Overcrowded and frustrating line-ups, both in the store and parking lots

Having to carry your purchases around while continuing shopping

Not getting the best price possibly since you can't compare many stores and the same product

Buying more than you intended due to impulse buys

Buying the same gift for someone as another person did, due to lack of selection

Whatever your decision, both methods will get you the gifts you want for the people on your list. Be sure to make a list and try sticking to it in order to not go over your budget.

Shop early to avoid disappointment and if you are going to price compare, do that early too as it can take quite a bit of time.

Copyright Tamara Laschinsky.



Holiday Club Accounts

Wouldn't it be nice to start the holiday season with plenty of cash in your wallet? If you take a few minutes right now to open a 2011 Holiday Club Account, you can enjoy stress-free shopping next year. Most credit unions offer these accounts at a higher interest rate than a savings.

Club Accounts are a great way to save gradually for any upcoming expense. Many people use these accounts for holiday cash, but you could also save for a vacation, your property taxes or a special occasion like a wedding.

The process is simple. Just decide on your savings goal, and divide it into weekly, bi-monthly, or monthly deposits. Set up payroll deduction or automatic transfers for even more convenience. You will earn a competitive interest rate to help your account grow even faster, and you can make additional de-



Chesapeake Professional Women's Network, Inc.
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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

Holiday Meeting

12/14/2010

Beechtree

Cost: \$30/\$35

As a Thank You to Our Members
Beer and Wine is included

January Meeting

1/11/2010 11:30 am -1:30 PM

Speaker: Janice Encapera, Etiquette

Sponsor: Melissa Harbold; Merrill Lynch

Cost: \$20 Mbrs/ \$25 Non-Mbrs

rsvp at 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:

Melissa Harbold
410-321-4371
melissa_harbold@ml.com