



# Newsletter

JANUARY 2012

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

## WELCOME ..

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

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## This Issue: Setting Goals



Publisher  
The Chesapeake  
Professional Women's  
Network

Assistant Publisher  
Amy Verbeten

Editor  
The CPWN Newsletter  
Committee

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

## CPWN Welcomes



**Master Youngshin Jennifer Chang, World Taekwondo Federation  
Certified Black Belt Master - U.S. Taekwondo Academy**

Master Youngshin Jennifer Chang, the proud daughter of Grand Master Se Yong Chang, started Taekwondo at the very early age of 5 years old. In an attempt to follow the footsteps of her older loving brother Master CJ Chang, Master Jennifer also dedicated her life to her studies. Like her older brother, she also graduated from Edgewood High School with Honors. Recently in 2008, she graduated from the University of Maryland College Park with a Bachelor's Degree in Criminology and Criminal Justice, and a minor in Human Development. However, in addition to academia, she dedicated her life to Taekwondo at a very young age, for she placed the Gold medal at the US Junior Olympic Championships as a yellow belt. Since then, she has been competing nationally and internationally, holding a title of Junior Pan American Championship Gold Medalist and MVP, Junior World Championship Silver Medalist, as well as National Champion and MVP at the US Collegiate National Championships. As of 2009, she remains the Athlete Representative in the Maryland State Taekwondo Executive Board to represent all athletes in the state of Maryland. Currently, as one of the very few FEMALE Masters in the world, Master Jennifer is a certified 5th Degree Black Belt who teaches Taekwondo at her CHURCHVILLE ROAD DIVISION as well as at the Johns Hopkins University alongside her older brother.



### January Meeting Sponsor: Jody Youll of Coffee News

Jody Youll spent the first half of her life in Morristown, New Jersey, graduating from Morristown High School in 1975. In 1981 she graduated from the University of Georgia's Terry College of Business with a Bachelor of Business Administration degree, but returned to New Jersey due to the recession of 1981.

In 1985 Jody ended up in Point Pleasant, New Jersey For the next 25 years, 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, concluding her last two years as Vice President. During that time 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.

*(Continued on page 2)*

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HR Solutions, LLC  
renee@hrsolutionsllc.com

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cevens321@aol.com

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melissa\_harbold@ml.com

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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**



Welcome to 2012! This year we have a Leap to February 29<sup>th</sup>, a dive and a tumble into the Summer Olympics and excitement in the world of CPWN! We not only have some great speakers coming up but we have new events – 2 evening business card exchanges and our 15<sup>th</sup> Anniversary Celebration in May! So be on the lookout for that info. We also have some more money to give away from the Fashion Show and potentially a new venue or two.

So what have you decided to do this year? Look for a new job? Lose weight? I'm sure you'll all be glad to hear that I am going to stop texting and driving! So I got an iPhone 4s and Siri types my texts for me – it's a great feature! Whatever your resolutions are, give them 100%. However, in the words of Sir Lawrence Olivier, "Striving for perfection is the greatest stopper there is. You'll be afraid you can't achieve it. It's your excuse to yourself to not do anything. Instead, strive for excellence, doing your best." Set yourself some goals with milestones and rewards and go for it!

Hope to see everyone next week at our January meeting being held at Bellissimo with speaker Master Jennifer Chang, a certified Black Belt Master and sponsor Jody Youll of Coffee News!

*Renee McNally*

*(Continued from page 1)*

Jody went back to work after 11 years home with the children, as an assistant to a Print Broker, where she learned the business of printing and graphics.

Jody transferred into full time work with Gannett, Inc as a Sales Representative for the Point Pleasant Reporter, a weekly newspaper publication. She was fortunate enough to spend the next year learning about print advertising, and worked with local businesses advertising with the newspaper. 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. The secret was simple - put the clients' ads where they worked for the client, not for the budget's bottom line.

After 6 years, Jody went on to work at Yellowbook. There was great opportunity for learning and selling internet advertising, and during her three years with the company Jody was trained in the basics of SEO, SEM, and Google Adwords.

Once Jody and her husband knew they would be moving to Bel Air in July, 2010, she had to decide on what to do once here - work for someone? Work for her-self? After some research and phone calls, Jody realized that the 10+ year's preceding was the road she was traveling to Coffee News. With her combined experience of printing, graphics, advertising, and working with local businesses, it was a perfect fit!

On April 1, 2011 Jody signed on to be a Coffee News franchisee, and Coffee News Harford was born! Jody is an active member of Harford County Chamber of Commerce, Chesapeake Professional Women's Network, Bel Air Downtown Alliance, and Business Network International, and volunteers at the Humane Society of Harford County.

## 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  
monkton@evansfuneralchapel.com

### Publicity & Newsletter

Amy Verbeten  
Mind Your Business  
averbeten@gmail.com

### Website

Kathy Walsh  
Jigsaw Marketing Solutions  
kwalsh@jigsawmarketingsolutions.com



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

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

## Hot or Not: Sales and Marketing Trends in 2012

By [Barry Moltz](#) On December 19, 2011 In [2012 Trends](#)

The techniques that are effective to keep and get new customers continue to radically change. In 2012, they will evolve even more. Here is what's going to be hot (and what's not) in the year to come.

### 1. Direct Selling

**Not:** It used to be that every sales effort started from picking up the phone to "cold call" an industry list. This is no longer effective (partially since no one ever answers their phone!) Besides being a waste of time, the fear of rejection makes this scary to actually do.

**Hot:** We are in the referral economy as John Jantsch frequently discusses. A company can automatically get put in the "maybe" pile for a sale when a connector or past customer refers that business to another prospect. Don't be afraid to always ask for a referral or reference. Satisfied customers almost always are happy to give them.

### 2. Deal-a-Day Websites

**Not:** Offering coupons alone through [Groupon](#)<sup>[1]</sup>, [Living Social](#)<sup>[2]</sup> and other daily deal-mechanism is not effective long term. This may get an immediate cash flow bump for your business, but it kills the gross margin or may even make this particular transaction unprofitable.

**Hot:** When these daily offers are used to attract new customers and then retain a lifetime value relationship, they can be worthwhile. Businesses are now turning to companies like [Mob Manager](#)<sup>[3]</sup> that help follow up daily deal purchases with multiple emails that build a future relationship.

### 3. Giving Your Pitch

**Not:** Trying to sell a product because it will make the future customer "better" no longer is compelling.

**Pain Killers:** Every company needs a targeted "elevator pitch" that focuses on the pain the business solves for the customer that has the money. People always buy when they are in pain. JJ Ramberg gives some great guidelines on building your elevator pitch in her [OPEN Forum Crash Course](#)<sup>[4]</sup>.

### 4. Generating Web Traffic

**Not:** Using an outrageous YouTube video or other social media stunt that has nothing to do with your business to get website traffic that visits once and never comes again is ineffective. One and done also becomes very expensive.

**Hot:** Building long-term relationships by consistently giving value through email is important. Common email marketing tools used at low cost are [Vertical Response](#)<sup>[5]</sup>, [Constant Contact](#)<sup>[6]</sup> and [Mail Chimp](#)<sup>[7]</sup>. Developing your own house email list from those who are interested in your content is key.

### 5. Using Pay-Per-Click

**Not:** Experimenting with pay-per-click by using [Google Adwords](#)<sup>[8]</sup>, [Yahoo! Search Marketing](#)<sup>[9]</sup> or [Microsoft adCenter](#)<sup>[10]</sup> without really understanding how a comprehensive campaign works is a money waster. It only results in high priced ads and low conversion rates.

**Hot:** Hiring a certified pay-per-click professional who actually does know how to drive qualified traffic on a budget will yield improved results.

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## **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 safe house. 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](http://www.sarc-maryland.org)

**Scholarship Fund** – 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.



## 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  
monkton@evansfuneralchapel.com



### **Jeannette Stancill**

Alliance Mortgage Funding  
Jeannette@md-pahomeloans.com

### **Kathy Walsh**

JigSaw Marketing Solutions  
kwalsh@jigsawmarketingsolutions.com

### **Kelly Bedsaul**

Weyrich, Cronin & Sorra, Chartered  
KellyB@wscspa.com

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## **6. It's Still the Web**

**Not:** Ignoring the Internet because it is not "relevant" to a local brick and mortar business or a professional services provider is a big mistake. In 2012, if your business is not on the Web, it doesn't exist in the minds of most consumers.

**Hot:** Claiming your company's local listings from Google, Bing and [Dex Knows](#)<sup>[11]</sup> by verifying that all information is correct. Optimize your website for local shoppers who do research online but want to buy from a physical location.

## **7. More Mobile**

**Not:** Your company website is not visible or usable from mobile PDA and tablet devices.

**Hot:** Having an "app for that" on major platforms like iPhone and Android. Prospects should be able to access information on your company through a mobile application that looks good on their phone or tablet.

## **8. The Social Media Hard Sell**

**Not:** Attempting to use Twitter, LinkedIn or Facebook or other social media for a hard sell or spamming.

**Hot:** Think social CRM. Use social media to make others aware of your expertise. Helpful conversations will develop loyal bonds from people who want to hear more from you.

## **9. More Content**

**Not:** Putting up a blog every week and thinking that's enough to spread your company's message. If you build it, they really don't come.

**Hot:** Include the latest sharing buttons so readers can spread the content for you. The hot sharing buttons for 2012 are Twitter, Facebook, LinkedIn (for B2B businesses) and Google+, plus other selected ones specific to your industry or type of site. The [ShareThis](#)<sup>[12]</sup> widget is an easy way to add these capabilities to any site.

## **What do you think is hot for 2012?**

The board would like to remind our members of the Event Pay Policy.

- ◆ Members and Guests must register for events by 12 noon the Friday prior to the event.
- ◆ Members and Guests must also cancel their reservations by this time as well if they are unable to attend.
- ◆ We apologize for any inconvenience, however the restaurants and locations where we hold our monthly meetings require a firm headcount by the Friday before the event.
- ◆ Thank you for your understanding and cooperation.



## Time Management -Work Life Balance

BMA Editorial Team B

Here are some things to look out for to help you improve your time management and get more balance in your life:

\* Not prioritizing what is important: The evening before or at the start of the day, pick the top three things you want to get done. Doing the most difficult or boring tasks first means you will look forward to the easier ones rather than dreading the difficult ones. If you get to lunchtime, and you have already done your top three, guess what that will do for your performance?

\* Procrastination: Identify the things you usually avoid and start them now. Give yourself a time limit and stick to it. Break the task down into smaller goals and reward yourself with a break or perhaps a snack so that you're feeling positive before starting the next one.

\* Perfectionism: Strive for accuracy instead of perfection, use realistic standards and forgive mistakes. You're not being rewarded for your perfectionism you're being rewarded for your expertise.

\* Slow decision making: Start by defining the goal of a task, then gather the information and the facts. Next, see what other options there are and evaluate them. Select an option and implement your decision. By evaluating your decision you can learn and improve your decision-making process going forward.

\* Phone Interruptions: Carry out easy jobs while on the phone. Return calls at specific times and be firm but polite with long-winded callers.

\* Email Interruptions: Don't read your email every time your computer beeps to say you have new mail. If using Microsoft Outlook, go to Tools, then options, under the 'preferences' section, click on email options, then advanced email options, and un-tick all the boxes in the section headed 'When new items arrive in my Inbox', then click 'ok'. Depending on how busy you are, set aside certain times to read your mail throughout the day and stick to them.

\* People Interruptions: Allow time to talk to colleagues and employees, stick to the point and wrap up the brief meeting by standing up and heading for the door. Postpone interruptions and say 'no' if you have to.

\* Not being able to say 'no': Ask if you need to make the task a priority before saying 'yes,' to a colleague or employee. If it isn't a priority, then offer to do it later. Before taking on a new commitment, ask yourself if the task or piece of work fits in with your objectives or goals. If it doesn't, then justify why you're saying 'no.'

\* Disorganized workspace: Organize your workspace and invest in a good filing system that includes document scanning. Keep your desk clear, read effectively and write efficiently. Consider investing in the latest technology to help organize your workflow.

\* Ineffective / inefficient meetings: Have an agenda. Appoint a timekeeper, and more importantly a leader who can ask people to get back to the point if it starts to meander. Remember to agree what the next action is, who is responsible for carrying it out and within what timeframe.

Article Source:

<http://www.bestmanagementarticles.com>

<http://time-management.bestmanagementarticles.com>



## Marketing Basics for the Small Business

### By Laura Lake, About.com Guide

The essence of marketing is to understand your customers' needs and develop a plan that surrounds those needs. Let's face it anyone that has a business has a desire to grow their business. The most effective way to grow and expand your business is by focusing on organic growth.

You can increase organic growth in four different ways. They include:

- ◆ Acquiring more customers
- ◆ Persuading each customer to buy more products
- ◆ Persuading each customer to buy more expensive products or up selling each customer
- ◆ Persuading each customer to buy more profitable products

All four of these increase your revenue and profit. Let me encourage you to focus on the first which is to acquire more customers. Why? Because by acquiring more customers you increase your customer base and your revenues then come from a larger base.

How can you use marketing to acquire more customers?

- ◆ Spend time researching and create a strategic marketing plan.
- ◆ Guide your product development to reach out to customers you aren't currently attracting.
- ◆ Price your products and services competitively.
- ◆ Develop your message and materials based on solution marketing

#### **The Importance of a Target Market in Small Business**

When it comes to your customers keep in mind the importance of target marketing. The reason this is important is that only a proportion of the population is likely to purchase any products or service. By taking time pitch your sales and marketing efforts to the correct niche market you will be more productive and not waste your efforts or time.

It's important to consider your virtual segmentation by selecting particular verticals to present your offerings to. Those verticals will have the particular likelihood of purchasing your products and services. Again, this saves you from wasting valuable time and money.

#### **Small Business Marketing and Large Business Marketing are Different**

If you are like the majority of small business owners your marketing budget is limited. The most effective way to market a small business is to create a well rounded program that combines sales activities with your marketing tactics. Your sales activities will not only decrease your out-of-pocket marketing expense but it also adds the value of interacting with your prospective customers and clients. This interaction will provide you with research that is priceless.

Small businesses typically have a limited marketing budget if any at all. Does that mean you can't run with the big dogs? Absolutely not. It just means you have to think a little more creatively. How about launching your marketing campaign by doing one of the following:

- ◆ Call your vendors or associates and ask them to participate with you in co-op advertising.
- ◆ Take some time to send your existing customers' referrals and buying incentives.
- ◆ Have you thought about introducing yourself to the media? Free publicity has the potential to boost your business. By doing this you position yourself as an expert in your field.
- ◆ Invite people into your place of business by piggybacking onto an event. Is there a concert coming to town, are you willing to sell those tickets? It could mean free radio publicity. If that is not your cup of tea, how about a walkathon that is taking place in your area, why not be a public outreach and distribute their material?

When you do spend money on marketing, do not forget to create a way to track those marketing efforts. You can do this by coding your ads, using multiple toll-free telephone numbers, and asking prospects where they heard about you. This enables you to notice when a marketing tactic stops working. You can then quickly replace it with a better choice or method.

#### **Getting Started with Small Business Marketing**

By being diligent in your marketing and creating an easy strategy such as holding yourself accountable to contact ten customers or potential customers daily five days a week you will see your business grow at an exceptional rate. The great thing is it will not take a large marketing budget to make it happen.

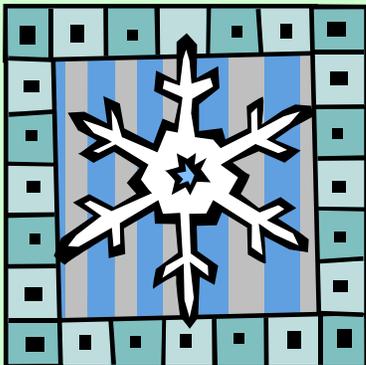
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## CPWN Member Benefits

- ◆ 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

### January Luncheon

#### Bellisimo Restaurant

January 10, 2012, 11:30 am - 1:30 pm

Master Youngshin Jennifer Chang

World Taekwondo Federation

\$20 members / \$30 guests

### February Luncheon

#### Bonefish Grill

February 14, 2012,, 11:30 am - 1:30 pm

Denise Carnaggio, Harford Co. Deputy Director  
of Economic Development

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:

Amy Verbeten

443-504-9393

[averbeten@gmail.com](mailto:averbeten@gmail.com)

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