



# Newsletter

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  
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## This Issue: Thanksgiving

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## CPWN Welcomes Suzanne Fischer-Huettner to the November Networking Event

Suzanne Fischer-Huettner, publisher of *The Daily Record*, started her newspaper career in 1996 when she was hired by *The Daily Record* as a classified salesperson. Two years later she was promoted to classified supervisor. Under her leadership, the department enjoyed the largest single level of growth at *The Daily Record*. Suzanne and her talented staff tripled classified revenue during her four years leading the department.

In 2000 Suzanne was promoted to associate publisher of *The Daily Record*; in 2002 she was named vice president of sales/associate publisher. This new title brought with it the day-to-day oversight of the advertising department, circulation department, art department and the revenue operations of *The Daily Record*.

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## November Meeting Sponsor

### Lisa Fuller of Fuller & Associates Insurance

Lisa Fuller is an Independent Agent with 15+ years of experience in the insurance industry. Independent Insurance Agents have the freedom and expertise to choose from a variety of insurance providers. They work with you to choose a plan and an insurance company that best serves your needs.

In addition to her experience serving customers in agencies, Lisa spent several years as an Erie Insurance company representative. During that time she trained many other agents. She is the owner of her own agency in Churchville and holds the title of Certified Insurance Counselor. Lisa is focused on helping her clients understand their policy. She will match them with a great company, with great coverage at a great price.

Call Lisa Fuller for a confidential, no obligation, customized review of your current auto, home, condo or renters insurance. She will also review your small business policies. Lisa Fuller will look for gaps in your current coverage and will help you understand what to

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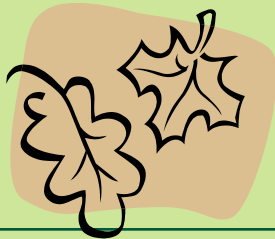
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**EVENT CHECK IN**

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

# Fashion Show Corner

*Can you believe that the 2011 Fashion Show has come & gone already?! Time just flies by! I would like to take this opportunity to express my gratitude to the entire fashion show committee for all the hard work that each of you put in over the past year to make this year's event a great success. The time and energy that you contributed has not gone unnoticed. It was a pleasure working with such a creative group of women and I am looking forward to planning next year's event.*

*I would like to say a special thank you to Concetta Cochran and the staff of Cheveux Salon & Spa who made our models look like absolutely gorgeous, you all went above & beyond! Thank you!*

*The real reward will come at the December meeting when we will announce how much money was raised to help other women in Harford County!*

*Once again, with much gratitude & appreciation, I thank you all!*

*Kim Zavrotny*



**Thanksgiving Marketing Ideas**

By Elizabeth Smith, eHow Contributor

Thanksgiving is a good opportunity for marketing promotions. Thanksgiving is an ideal time for marketing activities, before the hectic schedule around Christmas and New Year's causes businesses to go on autopilot. As you plan your marketing strategy for the year, include promotions, specials, and events around Thanksgiving to take advantage of the holiday season before it becomes holiday chaos.

**Holiday message**

Thanksgiving presents an opportunity to send a greeting to your clients that wishes them a happy holiday and reinforces awareness of your business. You can send out your Thanksgiving greeting as a regular card or as an e-mail greeting. If your business is small enough, you might consider including a personal message for long-term clients. In the message, you can make a Thanksgiving reference, such as how you are thankful to have them as a client, or you can announce holiday hours. You might also consider adding holiday recipes if it is appropriate for your business, or raise awareness about an event in which your business will be participating.

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Between 2001 and 2011 Suzanne introduced seven new statewide events under the newspaper's umbrella: Health Care Heroes, Influential Marylanders, The VIP List, Innovator of the Year, Leadership in Law, Leading Women and 20 in their Twenties.

In 2005 Suzanne became a member of the Dolan Media advertising board. The board trains, educates and develops ad directors and salespeople across the Dolan Company (which owns *The Daily Record*). During that year, Suzanne led *The Daily Record* sales staff to an increase of more than 23 percent in advertising sales over the previous year.

Four years later, Suzanne worked closely with key managers to redesign *The Daily Record's* print and web products. In 2010 Suzanne worked with various editors to create new web products including industry specific vertical newsletters.

Suzanne has led extensive marketing campaigns driven by focus group and market research to increase awareness of *The Daily Record* through educational events, radio partnerships, print advertising, outdoor advertising and direct mail.

Last year Suzanne was promoted to publisher of *The Daily Record*, the first woman in that position in the history of the newspaper. In addition to her duties as associate publisher, Suzanne is now the face of *The Daily Record* and is responsible for growing market share, building an effective and successful management team, reaching annual and monthly budget goals and establishing a vision for the organization.

Suzanne is active in a number of newspaper trade, civic and charitable organizations. She serves on the the marketing committee for Catholic Charities and Maryvale Preparatory School. She is a member of the advisory board for the Greater Baltimore Committee's leadership program, University of Baltimore's Entrepreneurial Opportunity Center, SBDC's CEO Accelerator Program and The Chimes.

She holds a bachelor's degree from Washington College and is working toward an MBA at the University of Baltimore.

Suzanne resides in Glen Arm with her husband, Steve, daughter, Isabella, and their two dogs—Hooper and KC.



## COMMITTEE CHAIRS

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

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

Lisa Fuller is an authorized representative for outstanding carriers such as Erie Insurance, Travelers Insurance and most recently became one of the first independent agencies appointed to represent AAA Mid-Atlantic .

Connect with her on "Linked In" and "Like" her Facebook page [www.facebook.com/#!/MyLocalAgent](http://www.facebook.com/#!/MyLocalAgent) for great insurance tips.

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### Thanksgiving promotion

While Christmas promotions are common, you might want to consider a promotion or special before the rush of the holidays begin. A Thanksgiving special allows you to get in a marketing opportunity that will get clients thinking about your business and services before the start of the new year, increasing the chances of higher holiday sales. As an added bonus, your promotion is less likely to get lost around Thanksgiving because there are fewer holiday specials from competitors. Consider a special holiday discount, a free product with purchase of another, or free shipping.

### Fall events

Depending on the type of business or organization you run, you can consider a Thanksgiving event as a marketing opportunity. Choose an event that will engage your target audience to increase awareness of your business and provide value to potential customers. Fall events that are likely to draw a crowd are corn mazes, pie-eating contests, a fall festival, or a booth at a local art fair. Consider the needs and interests of your target audience. A running store might organize a Turkey Trot family run, for example.

### Volunteer opportunities

Thanksgiving inspires generosity in many people; you can take advantage of this spirit to do something good for the community while indirectly marketing your business. Consider sponsoring a dinner at a local homeless shelter and asking your employees to volunteer to help. Or provide funding for a local benefit concert, or donate supplies for a project to help local schools.

## Notes of Thanksgiving Help Customer Loyalty and Boost Business

### Showing appreciation with business greeting cards helps increase customer loyalty

(KANSAS CITY, MO. - October 23, 2008) Thank your customers and employees this Thanksgiving. You'll be thankful you did. The simple acts of thanking customers for their business and encouraging employees with a kind word can help businesses increase customer loyalty and employee retention. And in lean economic times, keeping loyal customers at the register and loyal employees behind it can be a gift to a business' bottom line.

According to recent national research from Hallmark Business Expressions, customers respond positively when businesses take the time to communicate with them on a personal level. In the survey, 66 percent of the consumers indicated business greeting cards sent to show appreciation for a purchase or referral makes them more likely to do future business with the sender.

"The Thanksgiving holiday creates a natural opportunity for business owners to thank customers, increasing customer loyalty," says Marc Wagenheim, product marketing director for Hallmark Business Expressions. "It can be as simple as sending customers a greeting card with a handwritten note of thanks. For the price of a card and a stamp, businesses make customers feel appreciated and encourage their repeat business."

Here are three reasons for business owners to say thanks at Thanksgiving.

1. Thanking customers is an easy way to boost business and customer loyalty. And giving goes a long way, too.

According to the survey, 75 percent of consumers are more likely to do business with the sender when the greeting card is coupled with a promotional offer. At Thanksgiving, businesses can extend discount offers as an expression of thanks to the most loyal customers. Or, in the true spirit of the holiday, to all customers. Reaching out on a personal level might be the key to increasing customer loyalty and turning a now-and-then customer into a regular one.

2. Sending customers Thanksgiving cards is an effective way to reach them before the hustle and bustle of the holiday season begins.

While sending business greeting cards to customers is a proven, effective way to increase customer loyalty, only 44 percent of consumers surveyed said they receive thank you cards from businesses. Thanksgiving creates a natural reason for businesses to increase customer loyalty by reaching out to their customers.

And since about 77 percent of consumers say they currently receive holiday cards from businesses, sending Thanksgiving cards also creates an opportunity to cut through the clutter and get their message into customers' hands early.

3. Employees will appreciate a note of thanksgiving, too.

Business owners should take time to thank their employees during this holiday, in addition to regular employee retention and recognition efforts throughout the year. Recognizing employees for a specific job well done or even a year of excellent work is key to motivating them and increasing employee retention. Recognition Professionals International (RPI) estimates the cost of replacing an employee is



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*Thank You*

## 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

### Board Members At Large

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equal to 30 percent of that employee's annual salary, so keeping trained, efficient employees on-staff is important for both morale and the company's bottom line.

Whether it's thanking an employee for stellar service or a customer for continued support and patronage, showing appreciation for those who help businesses succeed is an excellent way to ensure the business will continue to do so.

Hallmark Business Expressions offers a line of Thanksgiving greeting cards specifically designed for businesses. The cards, available at <http://Hallmark.BusinessGreetings.com>, include business-appropriate sentiments for the holiday.

Hallmark Business Expressions is a subsidiary of Hallmark Cards, Inc., headquartered in Kansas City, Mo. Media Inquiries Contact Lauren R. Erickson, Morningstar Communications, (913) 660-9658 or [lerickson@morningstarcomm.com](mailto:lerickson@morningstarcomm.com)



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 head-count by the Friday before the event.

Thank you for your understanding and cooperation.



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

### November Networking

11/8/2011, 11:30-1:30

Van Diver Inn

Speaker: Suzanne Fischer-Huettner

The Daily Record

Sponsor: Lisa Fuller; Fuller Insurance

\$20 Members/ \$30 Non-Members

### December Networking

#### Holiday Party

December 13, 2011

Rockfield Manor

5:30 to 8:30

\$35 Members/ \$40 Non-members

rsvp at [www.cpwnet.org](http://www.cpwnet.org) or 410-297-9722

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