



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

Newsletter

WELCOME ..

OCTOBER 2011

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

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This Issue: FASHION SHOW!!!

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Network

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CPWN's Annual Fashion Show

The 13th Annual Fashion Show

October 11, 2011

5:30 – 9:00 p.m.

Richlin Ballroom

With our annual Fashion Show just days away, do you have your tickets? It's not too late to purchase tickets for this signature events packed with fashion, food and fun! Tickets are \$45 for members, \$55 for guests and \$450 for a table and are available at www.cpwnet.org.

The main event of the evening is a fashion show emceed by *Baltimore Sun* columnist Sloane Brown. Escorted by Harford County Executive David Craig, CPWN members will model the latest styles from vendors Heartbeat, Tiger Lily, B. Fabulous, K&B Bridals, Pink Silhouette, Cabi and Yolanda Voss. A special thanks to this year's models, including Dawn Rowles (First Act Accounting), Brooke Borchert (daughter of M&T Bank's Liz Hopkins), Emily Shackelford (daughter of Bev Smith), Diana Hirschorn (Long & Foster), Michelle Kahl (Yerman, Witman, Gaines and Conklin), Libby Plunkett (Wells Fargo Advisors), Melinda Lee Craig, Linda Tomarchio (Options for Senior America), Ploumi Saliaris (Susquehanna Bank), Rayma McRoberts (Weyrich, Cronin & Sorra Accountants), Teresa Walter (Chief of Police, HdG), Bev Smith (RE/MAX American Dream), Shobita DuBois (Attorney), Stephanie Cassedy (Lincoln Financial Securities), Valerie Keys (Send Out Cards), Michele Twining (Sappari Solutions), Lisa Randlett (The Decorating Studio), Luisa Caiazzo-Nutter (SARC) and Patricia Scott (A Better Answer).

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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.

President's Message



Hello CPWN Members!

It's that time of year again! Time for our annual Fashion Show fundraiser! Our Fashion Show Committee works over 8 months out of the year to put this fantastic event together and they do a fabulous job.

Volunteerism: the policy or practice of volunteering one's time or talents for charitable, educational, or other worthwhile activities, especially in one's community. CPWN was built on volunteerism. Women, who together, built an organization for women to network, build business and meet new friends. But without women volunteering their time, we wouldn't exist. We wouldn't be able to provide the opportunities we provide and support the women of Harford County through other charitable organizations the way we do. Giving back is a big part of our community and a big part of our organization. What does CPWN mean to you? Have you made new connections? Have you found new customers? Has someone in the organization made an impact on your life? Have you thought about committing some time to help grow and strengthen our organization? Please give this some thought as we have committees looking for help –Newsletter, Web Site, Membership, and of course The Fashion Show Committee. Get involved!

Renee McNally



(Continued from Front Page)

CPWN's Annual Fashion Show

In addition to fashion, the event will also feature:

- Silent auction with great items from dozens of area vendors
- Amazing raffle prizes including a two-night spa getaway at The Lodge at Woodloch valued at \$2,000, a Lagos 'Derby' Caviar Rope Bracelet courtesy of Smyth Jewelers, and a limo ride and dinner at The Rumor Mill. Tickets are \$1 each or 6 for \$5 and will be available at the event
- Hors d'oeuvres, a delicious dinner of chicken and shrimp scampi rice pilaf and sautéed snow peas, and apple pie drizzled with caramel and whipped cream for dessert (vegetarian entrée available upon request – must email wendy@susquespine.com by Friday 10/7 to request)
- A cash bar with beer, wine and our signature drink, Cosmopolitans!

Last year's event raised more than \$13,000, with all proceeds going to benefit local non-profits and the CPWN Harford Community College scholarship. Previous beneficiaries have included the Open Door Career Center and [SARC](#), a non-profit that works to end domestic violence, sexual violence and stalking and to aid its victims.



Personal Grooming Tips for Business Women

How To Dress for Success to Impress Clients, Investors, and Customers

By [Lahle Wolfe](#), About.com Guide

Dressing for success includes more than just choosing the right outfit. To complete your professional look you must also consider accessories and personal grooming. You should always dress to impress clients, investors, and customers, because a winning sales pitch is not enough to seal the deal. A woman's professional appearance needs to support her professional accomplishments. If your business attire is distracting because it is too sexy, drab, or colorful, your business contacts may focus on how you look, not on your business skills.

Simple, But Important Grooming Tips for Business Women

- **Perfumes, Scents, and Odors in the Workplace:** Do not let the first impression you make about yourself be your personal scent preferences! Avoid wearing perfume and heavily-scented products in all business settings. You might like them, but they have no place in a business environment. Scents can trigger asthma, overpower a room, and are often more offensive than pleasing to others. Never smell like smoke (if you smoke in a car, your clothing will always pick up the odor).
- **How to Present Professional Looking Fingernails and Hands:** Women often use their hands to talk with so they become a focal point. It is important to have hands and fingernails looking professional -- not like you are heading out for a wild night on the town. Nails should be clean, and trimmed or sculpted. Avoid wearing unusual or shocking nail colors. Nail art and nail jewels are not acceptable for business meetings.
- **Hairstyling Tips for Business Women:** Style should be neat and conservative, and preferably off the face. With few exceptions, hair color should not be shocking or unusual (leave blue hair for Halloween). Hair sprays and gels that have a strong scent or odor should be avoided.
- **Business Makeup Advice:** Keep it simple and appropriate for daytime. Wearing no makeup at all is almost as bad as wearing too much makeup.
- **Appropriate Jewelry for Business Women:** Jewelry should not be noisy (no metal bangle bracelets), too large, or costume jewelry. Keep earrings small, simple, and above the earlobe. It is better to wear no jewelry at all, than too wear too much jewelry. But all business women should at least wear a nice, conservative wrist watch.

Demonstrating that you care about your personal appearance communicates to the person you are meeting with that they are important to you. Paying attention to the details of your appearance sends a message to others that you will also pay close attention to business details, and the needs of your customers and clients.

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

www.cpwnet.org

HCC'S THIRD ANNUAL HEATHER L. HURD 5K WALK/RUN FOCUSES SPOTLIGHT ON DISTRACTED DRIVING



Bel Air, Md., August 30, 2011 -- Harford Community College will host the Third Annual Heather L. Hurd 5K Walk/Run on Saturday, November 12. The event honors the memory of Heather L. Hurd, a history major at Harford Community College from 1999 to 2003, who was killed in 2008 by a distracted driver who was texting.

On-site race registration takes place at the Chesapeake Center Dining Rooms from 7 to 7:45 a.m., with the race, on a USA Track and Field Certified Course, starting at 8 a.m.

WBAL-TV's Sarah Caldwell will serve as master of ceremonies.

The walk/run was established by the Hurd Family and Harford Community College in 2009 to raise funds for book scholarships for HCC students and for programs that bring attention to the dangers of distracted driving. The event also acknowledges the critical work of first responders—fire, police and ambulance personnel.

The registration fee is \$20 per person and \$10 for those under 18 years of age accompanied by a registered adult. Each participant will receive a T-shirt and refreshments after the race. Awards will be presented based on age groups and final times. Participants may pre-register for the race by visiting www.harford.edu/heather.

For those unable to walk or run but would like to participate, donations may be made to sponsor a participant running or walking in the race, or an outright donation may be made by visiting www.harford.edu/heather.

"Nearly 5,500 of our loved ones are killed each year because of distracted drivers," said Russell Hurd, Heather's father. "My family knows firsthand the pain of losing someone in an accident that could have been prevented. With the Third Annual Heather L. Hurd 5K Walk/Run at Harford Community College, my hope is that the students we honor with book scholarships will help us change our culture and stop distracted driving."

Last year, approximately 200 people participated in the walk/run, raising more than \$18,000. Forty book scholarships have been given to students over the past two years.

Also taking place at the walk/run will be a raffle of a Joe Flacco-signed helmet. Tickets cost \$1 each or six for \$5 and may be purchased at the race on November 12. Sponsors of the walk/run are C&S Wholesale Grocers, Jason Turchin, Pete Karas, JC Penney, PNC Bank, FocusDriven, Chili's, Heritage Mazda and Plaza Ford.

Harford Community College is located at 401 Thomas Run Road in Bel Air. For more information, visit www.harford.edu/heather or call 443-412-2449



EMERGING AUTUMN WINTER 2011/2012 FASHION TRENDS

A sneak peek at fall winter 2011/2012 trends reveals the longer midi and maxi length is here to stay plus the return of the 1920s-inspired flapper dress.

Having just returned from Pure London (February 2011) after attending trend presentations and fashion shows for the forthcoming autumn winter season, here is a heads up on emerging trends and key pieces for next season.

Transitional Trends for Fall Winter 2011/2012

Women's fashion for autumn 2011 still remains firmly in a elegant lady frame, with timeless cuts and opulent fabrics. Following on from the influences of *Mad Men* fashion and the ballerina-inspired pieces from *Black Swan* (Fox Searchlight Pictures 2010), transitional trends that continue from last season include maxi and midi-length skirts and ballet-themed fabrics and silhouettes.

The longer-length still rules the runways with elegant maxi-length dresses, whilst pleated skirts and pants in soft shapes and dreamy chiffon and tulle continue to embraced a femininity that emerged in spring 2011.

Last winter's Ikat prints are still prevalent, along with chunky cable knits, this time with interesting collar features. Capes are also here to stay, becoming more mainstream, whilst playful ponchos offer a more directional option. The snood, that giant collapsed cowl neck, remains a winter wardrobe staple, keeping necks and heads snug. Fur and shearling also stay as favorite winter warmers.

One of the freshest trends, however, is the 1920s-inspired flapper dress, representing the roaring twenties with its glitz and glamour and cheeky reworked drop-waist styles. Flapper fashion first dipped its toe in the fashion pond in 2008 as a directional look, but expect it to be huge next season.

Autumn Winter 2011/2012 Color Trends

Colors for fall winter 2011/2012 represent a more traditional seasonal palette of black, gray and taupe neutrals and murky woodland shades through to lighter forest shades of green. Elegant, teal-like sea green is a major player, with striking scarlet, the color of Hollywood screen sirens, injecting some colorful drama, along with Honysuckle that continues to be a key color for the year. Matte black makes a statement, whilst deadened metallic hues add a touch of class. Coffee adds a welcome alternative to black as a fashion color staple, along with the introduction of warm Bamboo.

WGSN Trends

The WGSN's women's wear trend edit presentation A/W 11/12 and their catwalk show at Pure London focused on three macro trends. WGSN, the world's leading online trend analysis and research service for home and design dubbed these trends Faux Real, Your Space and 360°.

Faux Real

This is when fashion turns on its head, with the fake looking real and the real looking fake. Deliberate attempts are made to create fake-looking pieces in new proportions and surface textures, in discordant and unnatural colors. Matte black is a key color too, along with liquid sheens and deadened metallics. The Faux Real theme continues with accessories, with bold brash pieces such as Perspex heels, misshapen wooden platforms and huge fake-looking necklaces. Semi-precious placement on pieces in the form of brooches and embellishments add to the fake effect.



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

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.



New Members

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Owner

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Linda Tomarchio

Senior Business Development Manager

Options for Senior America

112 W. Pennsylvania Ave.

Bel Air, MD 21014

410-893-9914

belair@optionscorp.com



We have received many inquiries for information on Chef Cindy Wolf's restaurants.

Below is a listing of Cindy's restaurants:

The Charleston (Cindy is the Executive Chef at this location)

1000 Lancaster Street

Baltimore, MD 21202

www.charlestonrestaurant.com

Petit Louis Bistro

4800 Roland Ave

Baltimore, MD

www.petitlouis.com

Pazo

1425 Aliceanna Street

Baltimore, MD 21231

www.pazorestaurant.com

Cinghiale

822 Lancaster Street

Baltimore, MD 21202

www.cgeno.com

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Board Members At Large

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Kelly Bedsaul

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Your Space

According to WGSN, this trend embodies clever clean cuts in wearable pieces which are driven by functionality and fit for purpose. They take on a uniformity which focuses on the essentials, taking their inspiration from the styles of the 20s and 30s. This includes tea dresses, elegant maxis and roaring twenties flapper dresses, whilst clever cuts on minimalist pieces such as dresses and coats include asymmetric slashed necklines and multiple-layered collars.

360° Trend

This trend is all about 360-degree fluidity and focus on movement with clever cutting putting the major focus on shape. The emphasis is on a total 360° view of a garment, which means that the back is just as important as the front, creating a 3D experience, with futuristic laser cut contours, twisting, pleating and draping. Work the 360° trend with chunky knits, cleverly cut evening gowns, wide-leg pleated trousers, fur bags, 360° clutches inspired by the shape of a rugby ball, shoes made from knitted fabrics and huge stacked bangles.

Having experienced the autumn 2011 catwalk shows and the trend presentations in London, I have a very good feel about the forthcoming season. Whilst there will always be one-season wonders, for the most part what I saw were wearable pieces in timeless colors, with emphasis on clever cuts and flattering silhouettes in beautiful fabrics and textures, which bode well for women of a certain age



Article By Gill Hart

Read more at Suite101: [Emerging Autumn Winter 2011/2012 Fashion Trends | Suite101.com http://gill-hart.suite101.com/emerging-autumn-winter-20112012-fashion-trends-a350657#ixzzIZ9YE9p1x](http://gill-hart.suite101.com/emerging-autumn-winter-20112012-fashion-trends-a350657#ixzzIZ9YE9p1x)

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.
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

October Fashion Show

October 11, 2011

Richlin Ballroom

\$45 Members/ \$55 Non-members

\$450 Table

November Networking Meeting

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

Van Diver

Speaker: Suzanne Fischer-Huettner

The Daily Record

Sponsor: Lisa Fuller; Fuller Insurance

\$20 Members/ \$30 Non-Members

rsvp at www.cpwnet.org or 410-297-9722
Deadline is Friday before the event at Noon.

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Remember to "like" CPWN on

