



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

Newsletter

WELCOME ..

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

Want the hard copy??
Just hit PRINT!

This Month - E Mail Marketing

CPWN Member News

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MARCH 2009



DAVID CRAIG HARFORD COUNTY EXECUTIVE

Home Grown in Harford County

David Craig is a lifelong resident of Harford County. He was born in Havre de Grace in June of 1949 and graduated from Havre de Grace High in 1967. He married his high school sweetheart, Melinda (nee Blevins) Craig. David and Melinda have three children.

Career and Public Service

David had a long and fulfilling career of 34 years with the Harford County Public School System. He began as a history teacher at Edgewood Middle School and went on to hold positions at Aberdeen and Havre de Grace Middle Schools. He retired as Assistant Principal at Southampton Middle School in Bel Air when he took on the full time challenge of Harford County Executive.

David Craig has served the citizens of Harford County at several levels of government. In his hometown of Havre de Grace he was first elected to the City Council in 1979 and went on to become Mayor of Havre de Grace in 1985. David began service on a statewide level in the Maryland House of Delegates in 1991 and was elected as one of Harford County's two Senators in the Maryland General Assembly in 1995. He served as Chair of the Harford County Delegation in 1998 and 1999. Upon completing his term in the State Senate, David was once again elected to serve his hometown of Havre de Grace as mayor, a position he continued to fill until taking the office of Harford County Executive in July 2005.

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SPONSOR

ANGIE VASQUEZ CORNERSTONE ASSIST

Angie Vasquez started Cornerstone Assist to provide virtual administrative support to small business owners and corporate professionals. A virtual assistant is a self-employed, independent contractor who provides a variety of business administrative services from their own office. These services are performed remotely using the latest Internet technologies. Services Cornerstone Assist provides include bookkeeping, e-marketing, newsletters, mailings and database management, along with other general office support. She also provides e-mail management, which includes sorting, deleting and editing e-mail messages. In addition

to providing virtual support to both local and out of state clients, she provides personal assistance in a professional setting by helping with events or organizing your office or computer files.

Business owners need to focus on running and growing their business, and many times the details of the business can get in the way. They might not be in the position to hire an employee, especially in this time of downsizing or they may not even have the available space in their office or home. By hiring Cornerstone Assist you will only pay for billable hours, which might be as little as one project a month or up to twenty hours a week, and it also eliminates the need to provide benefits, time off or payroll taxes. Since Angie is committed to excellence, clients can know that all work is completed in a timely manner, with accuracy and an atten-

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Preserving Harford's past; promoting Harford's future

In the early 1960's John F. Kennedy urged our nation forward saying "We choose to do these things not because they are easy, but because they are hard". These words are a fitting credo for David Craig, the Harford County Executive.

Echoing back to the words of President Kennedy, Executive Craig has hit the ground running and immediately took on the hardest challenges facing Harford County. In typical head-on style, David has directly confronted issues such as Comprehensive Rezoning, Base Realignment and Closure (BRAC), improved public schools and public safety and the sound management of a budget exceeding three quarters of a billion dollars.

In his Inaugural Address, Mr. Craig, an avid historian, stated his belief as one he shared with Teddy Roosevelt who directly and simply said "Do the best you can with what you have, and do it now". With that in mind, David has proposed an aggressive school construction plan to help catch up for past growth trends as well as prepare Harford for future growth needs.

He has also pledged his support to public safety. David has assured the Sheriff, Harford County's State's Attorney, and the Volunteer Fire and EMS Association that he will work with them to ensure that their agencies have the necessary tools and training needed to meet the challenges of Harford County's growing demand for emergency services.

County Executive Craig is working on several initiatives that will have a lasting impact on shaping Harford County's overall quality of life and provide future opportunities for generations to come. Chief among these initiatives is the challenge of updating a 25 year old zoning code. Economic development, continued preparation for BRAC and progressive stewardship of Harford County's rich agricultural heritage are all key elements of David's vision for shaping the future.

Angie Vasquez cont'd

tion to detail for every task performed. In addition to performing the task, she will always be looking for new ideas and ways that will help her clients achieve their goals while cutting cost. You can learn more about Cornerstone Assist services and reading testimonials from her clients by going to www.cornerstoneassist.com. You can contact Angie at angie@cornerstoneassist.com or call 410-652-7061.

As Newspapers Shut Down, Small Businesses Need Email

I was just having a conversation about the newspaper industry with Cindy our Marketing Analyst. These are terrible times for the Rocky Mountain News, the San Francisco Chronicle may close its doors, and newspapers all around are suffering from the lack of readership and the lack of advertising. It's expensive to advertise in a newspaper these days, especially for small businesses.

I also just read an article in [eMarketer](http://eMarketer.com) about marketing spend. From a survey sent to marketers, 59% said they'll slash anything that doesn't have a trackable return on investment.

For many of you I'm preaching to the choir, but it still amazes me how many small businesses in the US alone are still not using email marketing to sustain these days, let alone grow. As small businesses are cutting back on their advertising dollars for print and display, or their newspapers are going out of business, email marketing requires a fraction of those ad dollars since it is so much cheaper to do.

Do you know someone who needs to be dragged over the email marketing finish line? By dragging them, you just might save them.

EVENT CHECK IN

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

Unresponsive Email Recipients?

Re-activate Them!

I bet you have people on your email marketing list that have never opened your campaign or clicked on a link or at least haven't in a long time, yet they haven't bounced nor unsubscribed. Don't feel bad we all have them. The question is, what do you do with them?

First, you have to get them. Many Email Service Providers offer ways to have access to them. With VerticalResponse you can either grab them by campaign in the campaign's "download center" or create a segment called "non responders" using the [list segmentation tool](#).

Now the Fun Begins!

Once you have them segmented into their own campaign, you can start testing things on them to get them activated.

1. Send an email and include a link to your opt-in form to re-opt-them-in. On the page where you have your opt-in form give some examples of your hosted emails so that they can see the real value you're providing.
2. Send an email and include a coupon for your product or service. You might have to go overboard to really attract their attention and give them something for free, or a really great offer.
3. Maybe they have a new email address but still have the one they gave you and they just don't check it. If you have their telephone number why not a phone call asking them if they've got a new address and want to be re-added to your list? If you've got their postal address send them a postcard directing them to a page with their coupon or offer.
4. Send a survey to find out why they aren't responding? Try a direct subject line like *"Why haven't you opened our emails? Tell us."* to pique their interest. You might want to have an open ended question box here since I'm sure you won't be able to guess at all of the reasons in advance.

Purging these names out of your regular mailings will surely give you an increase in your open rates, the key is to try to move these non-responders to "responder" status.

If you've got any ideas you're using, let's hear them!



Two Easy Steps To Smarter Email Marketing

Are you tired of talk of the tough economy? As our new leadership says, it's going to get tougher before it gets better. So now is actually the time to "think outside the box" or at least think beyond what you normally do when it comes to getting your message out to your customers and prospects. There are a few easy things you can do with your list and messaging today to "push" people along the purchase cycle. And just because you just might not be thinking about it now, don't worry - you've got a million things to do to run your business. Besides, it's my job to put ideas in front of you to help you market better!

Step One: Segment Your Lists

When you upload your list to send an [email marketing](#) campaign, why not break it up into **Best Customers**, those can be customers who previously purchased over a certain amount, or purchased a certain number of times; **One Time Purchasers**, those customers who bought from you only once; and **Prospects**, people who have never purchased from you but they've agreed to get emails from you.

Step Two: Your Messaging

Now that your list is broken into three parts you can easily message and track them separately to see what's working and what isn't.

Best Customers: Send your best customers an email with a discount on the product or service they've purchased in the past or a complementary product or service and call it your "frequent buyer program". Give them a special deal for being a long time customer to make them feel special AND to get your name in front of them again. Continue to treat them special and they'll continue to come back for more.

One Time Purchasers: Send an email to your customers who've purchased from you only one time enticing them to buy a product which might be a nice add-on or a sweet deal on a product they've purchased before. Give them encouragement to get into your "frequent buyer program" where they're sure to get continued discounts and deals.

Prospects: Send an email to those prospects that have not purchased a very low price deal or a free trial to get them in the door. Let them know it is an "introductory" or "one time" offer so they don't come to expect it, but hopefully once they receive your product or service, their experience will be so good that they'll need to come back for more. Then you can move them into the One Time Purchaser list.

Now track these lists separately to see how they're doing. The idea is to keep each of these groups going down the path of being a member of your successful frequent buyer program.

INTEREST

COMMITTEE CHAIRS

Ambassador & Membership

Kim Schmidt
Hess Hotels Group
kim-schmidt@hesshotels.com

Events & Meeting Speakers

Nancy Laudenslager
Curves
nlauden@crosslink.net
and
Mary Ann Bogarty
PNC Bank
maryann.bogarty@pnc.com

Fashion Show

Patty Desidario
Patty's Gift s & Baskets
pattygiftbaskets@comcast.net
and
Ann Davidson
Key Title, Inc.
adavidson@key-title.com

Publicity & Newsletter


Renee McNally
HR Solutions, LLC
renee@hrsolutionsllc.com

Website

Jennifer Lewis
SafeNet
Jennifer.lewis@safenet-inc.com
and
Diane Dei
AG Edwards
diane.dei@agedwards.com

Membership Dues: \$85
Meeting Sponsorship: \$100
plus door prize

www.cpwnet.org



Harford County
Volunteer Expo
2009

SAURDAY, APRIL 25, 2009
9 AM - Noon

Patterson Mill Middle-High School
85 Patterson Mill Road, Bel Air

Who should attend?
Individuals, families, youth groups, scout troops - everyone is welcome!

Cost: FREE and open to the public.

Information: 410-638-3389
410-638-4444
or www.harfordcountymd.gov/services

About: The Harford County Department of Community Services
is proud to announce the **1st Annual Volunteer Expo.**

Discover how you can make a difference in our community. The Expo provides the perfect chance to hear from numerous organizations and agencies about volunteer opportunities available!

Sign up to volunteer on the spot - hundreds of exciting and rewarding volunteer opportunities are available.

Funded by the Harford County Department of Community Services and the Corporation for National and Community Service.

Congratulations to the following CPWN members who were selected for the Harford Leadership Academy Class of 2009 program.

Ronnie Davis

Joyce Duffy

Bev Smith

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.

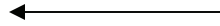
Topical speakers on issues pertaining to women and business.

Opportunities for women to support and mentor each other in both business and personal aspects of our lives.

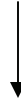
Special events & Meeting Sponsorship

A monthly newsletter with calendar of events, networking tips, member updates, and articles of interest.

CPWN President Lorrie Schenning



**Speaker Hollis Thomases,
Web.Advantage**



MORE MEMBER NEWS & ITEMS OF INTEREST

SARC's 11th Annual Bull and Oyster Roast

Date: Mar 14, 2009
Location: Jarrettsville Gardens
Time: 7:00 PM
Call 410-836-8431 for more information

STILL DANCING FOR THE ARTS!

Bel Air, MD (February 5, 2009) – The Center for the Arts is dancing again and the public has the opportunity to choose the “People’s Choice Award” winner. See some of Harford County’s ‘Stars’ entertain you dancing the samba, cha-cha, foxtrot, waltz, rumba, and swing. The November “Dancing for the Arts” Gala will air on Harford Cable Network Comcast 21 and Armstrong 7 during February, March, and April. Viewers may watch the dancing competition and vote for their favorite dancer. The dancer who receives the most votes will receive the “People’s Choice Award” in May. Each vote is \$1.00 and you may designate as many votes for your choice as you wish.

The Dancers include:

- *Harford County Executive, David Craig
- *Harford Community College President Dr. Jim LaCalle and his wife, Lynne LaCalle, HCC’s Associate Vice President for Student Development
- *Community Volunteer Betty Ward
- * President of Operations for Clark Turner Signature Homes, Will Nori
- *Director of Harford County Library, Audra Caplan
- *Harford County Director of Community Services, Mary Chance
- *Development Director APG Credit Union, Claudia Holman
- *Attorney Eric McLauchlin, Gessner, Snee, Mahoney & Lutche, P.A.
- * Forest Hill Industrial Airpark, Mary Martin
- *Baltimore Magazine’s Best Dressed Fashionista 2008, Stephanie Bradshaw

The dancers are seen with their professional partners from Dancing with Friends, a ballroom dance studio located in Bel Air.

To vote for the “People’s Choice Award” winner go to www.centerfortheartsharford.org or call (410) 838-2177 to make a contribution. Checks and the name of your favorite dancer may also be sent to: Center for the Arts, Tudor Hall, 17 Tudor Lane, Bel Air, MD 21015

Save the Date The 1st Women’s Conference

**Saturday, March 21, 2009
8:30am-3:30pm**

Patterson Mill Middle-High School
85 Patterson Mill Road, Bel Air

**Cost: \$20 (\$10 for students or over 60)
Lunch is included.**

Information & Registration:

410-638-3150 or swbryant@harfordcountymd.gov
or visit www.harfordcountymd.gov/services/

Community Food Drive



In America, no one should ever go to bed hungry.

Every year during the month of March, we call on the generosity of the Curves members, in the Aberdeen, Abingdon, and Bel Air Clubs to support the community by donating food for the needy.

During the past 5 years, we have collected and distributed in excess of 50,000 pounds (25 tons.) These food donations are sent to Harford County food banks and community organizations that feed those in need.

This year due to the recession, the number of people in need has risen dramatically, while food bank stocks are perilously low. Therefore in 2009, we are asking the entire the community to join us in supporting this essential endeavor.

Please show your support for your community by dropping off healthy, non-perishable food stuffs at the following Curves locations:

201 Gateway Drive
Bel Air
410-638-0801

3101 Emmorton Rd.
Abingdon
410-515-0517

690 S. Phila Rd.
Aberdeen
410-272-0346

As an extra added incentive, just bring in a bag of groceries, and Curves will waive its membership sign up fee (\$149) for anyone wishing to join a Curves Wellness and Fitness Center. Do not miss this opportunity to do a good deed and do something super for yourself.

Curves Wellness and Fitness Centers are a national chain of women only clubs which are dedicated to maintaining the fitness, health, and well being of women. They provide supervised 30 minute total body workouts, commonsense weight loss and weight management classes, health education, and support and resources to keep you fit, happy, and healthy.



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

Welcome

New Members!

Katie Rash
Realtor
223H Brierhill Dr.
Bel Air, MD 21014
410-459-5137
Katie.rash@longandfoster.com

Tiffany Robinson
Advertising/Graphic Design
22 Agena Dr.
Havre de Grace, MD 2178
443-739-4795
tprobinson@comcast.net

Beth Wolf
Price Modern
2929 Moores Road
Baldwin, MD 21013
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beth.wolf@pricemodern.com

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Independent Health Coach

Take Shape For Life
Life in Motion

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UPCOMING EVENTS

March 10, 2009

11:30 AM—1:30 PM

Speaker: **David Craig**, County Executive
Maryland Golf & Country Club
Mbrs/Non Mbrs - \$20/\$25

April 14, 2009

5:30 PM—7:30 PM

Evening Networking
BLISS Coffee & Wine Bar
1402 Handlir Dr., Bel Air
Cost: TBD

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.

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And MORE MEMBER NEWS & ITEMS OF INTEREST

Celebrate International Women's Day 2009 with A POWERFUL NOISE *Live*

Plan to join CARE (www.care.org) and more than 120,000 people gathering in 450 theaters across the United States to celebrate International Women's Day 2009. On the evening of **March 5**, CARE is hosting an unprecedented one-night event featuring "A Powerful Noise", an acclaimed documentary that follows three extraordinary women – Hanh is an HIV-positive widow in Vietnam, Nada is a survivor of the Bosnian war, and Jacqueline educates girls in Mali. The film takes you inside the lives of these women to witness their daily challenges and significant victories over poverty and oppression. Immediately following the film a town hall discussion will be broadcast live from New York to participating theatres, with renowned activists and experts including Nicholas Kristof, Christy Turlington Burns, and CARE President & CEO Helene Gayle, to discuss how we can empower women around the world to fight global poverty.

You can plan to attend the event with friends and colleagues, and NACW member commissions can make

A POWERFUL NOISE *Live* their own official International Women's Day program for 2009. Simply visit <http://www.apowerfulnoise.org/guides.html> to download a step-by-step planning guide for how local women's groups can participate in this exciting event. **Tickets go on sale January 27th.**

To learn more about the film, or for theatre and ticket information, visit www.apowerfulnoise.org.

Attention all "New Members"!

We will be having a New Member's Reception on Friday, April 17, 2009, @ the Ramada Conference Center in Edgewood (attached to Richlin Ballroom) from 8:30am – 9:30am. Even though it states, "new Members" this meeting is for any member who is interested in networking and learning more about CPWN. Please e-mail Ploumi Saliaris, Susquehanna Bank, @ Ploumi.Saliaris@susquehanna.net. Hope to see you there!



Melissa Barnickel
CFA, CLTC
Principal

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