

# Balancing Act

NETWORKING NEWS FOR THE CHESAPEAKE WOMEN'S NETWORK

## COME ON IN...THE WINE IS FINE!

*Wine Tasting and Pot Luck Dinner at the...  
Ruthsburg Community Center*

(See Directions in Right Column)

November 8th – 6 PM, \$15 per person

Please bring a covered dish and copies of your recipe if you'd like to share!

Wine Tasting courtesy of **Centreville Liquors** and **Amy Fenzel** with **Making Memories** will be speaking.

Please RSVP to Jody Walls by November 5<sup>th</sup> at [jwalls@corsicatech.com](mailto:jwalls@corsicatech.com) or 410.490.0092 (You can now RSVP to the website!)

This is also the time to RSVP to Jody for the **Holiday Party to be held at Annie's on Wednesday, December 5<sup>th</sup>**. Be sure to give your dinner choice...Top Sirloin, Crab Imperial, Salmon or Stuffed Chicken Breast.

**NO SHOW:** If you make a reservation for a networking event and do not cancel within a 24 hour notice, you will be BILLED. CWN has to pay for the number of people that we reserve.

**DOOR PRIZE:** If you would like to bring a door prize, please contact Gail Ruppe at 410-533-9202.

**BRING A GUEST!** We love guests – however, guests are not permitted to attend more than one function.

**Next Board Meeting is November 7<sup>th</sup> – 8 AM at Holly's**

### Directions to Ruthsburg Community Center

105 Damsontown Road Centreville, MD 21617

**From Easton:** Take Route 309 North, cross over Route 404. Take 481 East into Ruthsburg. The Ruthsburg Community Center will be on your right just before the stop sign.

**From Kent Island:** Take route 50 East to Route 301 North. Turn right onto Route 304 East. The Ruthsburg Community Center is on the right on the corner of Route 304 and Route 481.



### SCHOLARSHIP UPDATE

from Pat Morris, Committee Chair

Scholarship time will be here before you know it. Since our non-event, the CWN Scholarship Check Challenge, was such a hit last year, we are going to do it again...but with a twist! At our January meeting, as Scholarship Chair, I will make the Check Challenge to the CWN

membership - a check for \$50.00. The challenge is for everyone to match it by April 30th, 2008. If you can't afford \$50, even \$10 will help!

Now here's the twist. First, I am asking everyone who sells a product or can donate something, to do so for bonus baskets for the April, May and June meetings. "What is a bonus basket?" you may ask. Well, to thank you for your \$50 donation, you will receive one (1) chance for the baskets for *each* \$50 donation you make. And you can make the donations by giving back the 50-50 drawing when you win, or giving some amount to the scholarship fund at multiple meetings throughout the year.

*Continued on page 5*

## A Note from the President



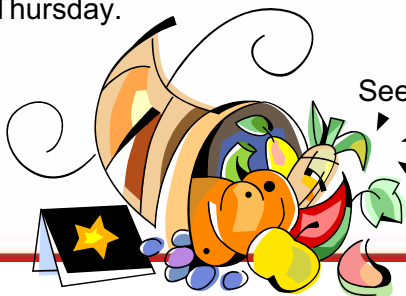
*Hello Ladies,*

I can't believe its time to write another letter. Soon we'll be talking about turkeys and Santa. Last months meeting was wonderful, Tammy Harper did a great job as always with the meal. Since it was lunch we asked if everyone could keep their introductions brief so we could all make it back to work and everyone did a fine job. Next time everyone will have more time to talk about there business, I promise. This coming month's event is always a fun time had by all. We will be at the Ruthsburg Community Center in Ruthsburg. For those who have never been out there, we will have directions provided. This is going to be our Potluck and Wine Tasting (wine provided by Sandi Lucas of Centreville Liquors). We are also having a guest speaker that we had tried to have this past month but were unable to book her. She is Amy Frenzel, and she spoke at Talbot CWN in September. She is with a group called Making Memories, they grant last wishes to Breast Cancer patients. I know that in some way we have all been touched by cancer in our lives and the Talbot group said Amy was terrific speaker. I hope everyone can make it to this event.

Marlene Davis and I attended Talbot CWN's event for October, it was held at Scossa's in Easton, if you have never been there the food won't disappoint. Our own Marcia Burgoon is the Talbot President and she lead a wonderful meeting with a great speaker from a charter boat company out of Tilghman Island. They not only do charters, but teach about the bay. The gal was very informative. They had to let Marlene pick the number for 50/50 and wouldn't you know it, just like at our meetings, she won! That's o.k., I won too; a ceramic bowl designed by one of there members who owns The Clay Bakers, a pottery place in downtown Easton. It was just lovely and I can't wait to put it to good use. I would like to encourage anyone who would like to attend a Talbot meeting to do so, it was nice to meet and network with the other ladies from Talbot.

I do have a small bit of business to remind everyone of; we do ask that members only bring a guest once to an event. After that we ask that they make application for membership. Also as per our By-Laws everyone must submit an application for membership to be reviewed and voted on by the CWN board. We don't have a very tough policy, but we must be fair to everyone who had to follow the same process and follow our By-Laws. In your new directories there will also be a revised copy of the By-Laws for all members to have a copy of their own.

I look forward to seeing everyone in November. Don't forget to bring your covered dish and the recipe to go along with it, if you would like to share. One last item, please note that the Christmas party will be on Wednesday this year again, it worked out very well last year and we had much higher attendance by changing it from a Thursday.



See you in November!

*Tammy*

# THINGS EVERY WOMAN SHOULD HAVE & SHOULD KNOW BY THE TIME SHE'S 30

Written by Pamela Redmond Satran  
(forwarded by Eva Stoops, Chesapeake Environmental Labs)

## A WOMAN SHOULD HAVE...

enough money within her control to move out and rent a place of her own, even if she never wants to or needs to...

## A WOMAN SHOULD HAVE...

something perfect to wear if the employer, or date of her dreams wants to see her in an hour...

## A WOMAN SHOULD HAVE...

a youth she's content to leave behind....

## A WOMAN SHOULD HAVE ...

a past juicy enough that she's looking forward to retelling it in her old age....

## A WOMAN SHOULD HAVE...

a set of screwdrivers, a cordless drill, and a black lace bra...

## A WOMAN SHOULD HAVE...

one friend who always makes her laugh... and one who lets her cry...

## A WOMAN SHOULD HAVE...

a good piece of furniture not previously owned by anyone else in her family...

## A WOMAN SHOULD HAVE...

eight matching plates, wine glasses with stems, and a recipe for a meal, that will make her guests feel honored...

## A WOMAN SHOULD HAVE...

a feeling of control over her destiny.

## EVERY WOMAN SHOULD KNOW...

how to fall in love without losing herself.

## EVERY WOMAN SHOULD KNOW...

how to quit a job, break up with a lover, and confront a friend without; ruining the friendship...

## EVERY WOMAN SHOULD KNOW...

when to try harder...and when to walk away...

## EVERY WOMAN SHOULD KNOW...

that she can't change the length of her calves, the width of her hips, or the nature of her parents..

## EVERY WOMAN SHOULD KNOW...

that her childhood may not have been perfect...but its' over...

## EVERY WOMAN SHOULD KNOW...

that she would and wouldn't do for love or more...

## EVERY WOMAN SHOULD KNOW...

how to live alone... even if she doesn't like it...

## EVERY WOMAN SHOULD KNOW..

whom she can trust, whom she can't, and why she shouldn't take it personally...

## EVERY WOMAN SHOULD KNOW...

where to go... be it to her best friend's kitchen table... or a charming inn in the woods... when her soul needs soothing...

## EVERY WOMAN SHOULD KNOW...

What she can and can't accomplish in a day... a month...and a year...

*Cookin with Gail!*



GAIL RUPPE  
Solutions at Home  
CWN Member for 13 years

## CHEESE SOUP

1 small block Velveeta cheese  
1 can diced tomatoes  
3 cans chicken broth  
(use 2 cans for thicker soup)  
2 lbs. California Medley  
frozen vegetables

Melt cheese over low heat and then whisk in the broth, stir in diced tomatoes and frozen veggies. Voila', great for a quick fall supper. Serve with crusty French rolls.

And add a glass of Merlot!  
Bon appetite!

## THE MANAGER AS COACH



*Submitted by Vera Connolly of  
Connolly Business Solutions, LLC*

Have you ever wondered why is it that, with the great technological and operational advances we've made over the last 30 years, we still manage employees essentially the same way we did during the Industrial Revolution? Think about it. Factory workers were required to function like machines, tirelessly executing the same activity, over and over again without error. They were valued for their physical ability to do the work; no need to use the mind and deviate from the assigned task on the assembly line! In order to get employees to work longer and harder, their supervisors either threatened them with disciplinary action (like firing them!) or rewarded them with bonuses. The problem, however, of motivating people in this way is that the moment the threat or reward stops, the incentive to keep working at this pace goes away.

During this time, there was also no need to provide a safe and comfortable work environment. If one worker was hurt, there were many more bodies that could take his place. And if a worker was more skilled than the others, that worker was moved up to a supervisory position, regardless of whether he had the ability to work with people or not. It was taken as fact that every worker's ultimate goal was to gain power over others.

Today, we are not only living with the consequences of these practices, we keep perpetuating them. Poor management is the top reason for poor business performance and business failures.

The scenario is the same across virtually all sectors – technically brilliant employees are brought into the management ranks not because of any management skills, but as a reward for their technical competence. In this way, they are set up to fail, taking employee morale and the business with them.

Slowly, however, people are realizing that much of factory work has been automated and the Knowledge Worker Age has arrived. Instead of robots, businesses value employees that bring their minds, talents and creativity to the job. Therefore, managing employees as people, not things, requires something other than the “carrot” and “stick” approach. It requires for the supervisor to manage like a coach.

In the spirit of full disclosure, I have to admit that when I first heard of this concept, I was rather offended. I was a professional woman, and I thought this was just one more example of men bringing in a sports analogy into work. My image of a coach was a man on the sideline of a playing field, screaming so hard at his players that his veins looked like they would burst. I am not a screamer; this was definitely not for me!

But then I learned more about what many of these coaches do off the playing field. I learned, for example, that one professional basketball coach begins his season by buying each player a book tailored to the individual interests of that player. I was pleasantly surprised at this understanding and acceptance – by a sports coach! – of each player as a unique individual that brings his whole self to the team.

I learned that, at the beginning of each season, the coach leads the team in coming up with a shared team vision for the team. The coach clearly outlines the parameters of the playing field, the rules of the game, the strategies to be used, and the playbook; everyone has all the information needed to play the game. Then, based on a careful assessment of player strengths, the coach assigns each to a position that will maximize the strength of the team as a whole.

*(Cont'd Next Page)*

## 2007-2008 BOARD OF DIRECTORS

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## The Manager as Coach Cont'd...

What the coach will **not** do is to take a player with weak legs and try to “train” this person as a kicker; this would be a costly and ineffective use of time and talent.

Next, the coach provides support and training to each individual, developing strengths so that each player can become the best he can be. By getting to know each player as an individual, the coach can tap into the passion of that individual, motivating her in the way that she needs to be motivated. At the same time, the players are given opportunities to practice as a team, getting to understand each other's preferences in a given situation.

It is worth noting that the coach never comes on the field to play during a game (i.e. micro-managing). With all this nurturing, training and motivating, the coach's goal is to make each player a self-assessing and self-correcting individual, able to evaluate any given situation on the field and react appropriately.

I was sold. This was exactly a concept that I, as a woman, could embrace. It is not a passive management style. It takes time and effort to work with employees at this level. Some employees are just not ready to be coached. Old perspectives and mindsets do not change overnight. However, as a practitioner of this management method, I can honestly say, the rewards are immense for both manager and employees.

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## Scholarship Update from Page 1...

Our esteemed Treasurer, Carlene Hurd, will keep track of the money as she always does so accurately, and for each \$50 level you reach, you will receive one chance. At the April and May meetings we will raffle off smaller bonus baskets from this pool of chances. Then, in June at our scholarship event, the Momma Bonus Basket will be raffled off. So the more you give, the greater your chances to win!!

So, please plan ahead. Donate generously and frequently to the scholarship fund. Donate an item (or two) for our bonus baskets. And EVERYONE wins!! Thank you all for your continued support!



## CWN Members Give Back to the Community!

### **PURPLE CAT/OCTO DESIGN GROUP DONATE MORE THAN \$15,000 DURING CREATEATHON® 2007; NEARLY \$54,000 IN PRO BONO SERVICES MADE SINCE START OF PROGRAM IN MARYLAND**

As many Maryland non-profit organizations strategize on how to stay afloat in the wake of the 2008 Maryland budget, two agencies, Purple Cat of Kent Island and Octo Design Group of Philadelphia, complete the 2007 CreateATHon® program, assisting five non-profits with more the \$15,000. in pro bono services. Since the Maryland program began three years ago, the two businesses have assisted 15 Maryland non-profits and one New Orleans non-profit with nearly \$54,000. in graphic design and public relations services.

CreateATHon® is a national program that provides pro bono services to selected non-profit organizations through local affiliates who serve a specific geographic market.

"This year it was even tougher for us to select only five non-profits to assist," says Carol D'Agostino of Stevensville, owner and founder of Purple Cat. "As someone who worked in non-profits for 20 some years prior to starting my business I know all too well how a budget crisis can affect everything you do or want to do," she adds.

Founded by **Carol D'Agostino** of Stevensville, Md., Purple Cat is a boutique public relations firm specializing in public relations services for the "cost conscious."

Golf Committee Chair, Carlene Hurd  
with United Way President, Robert McNutt

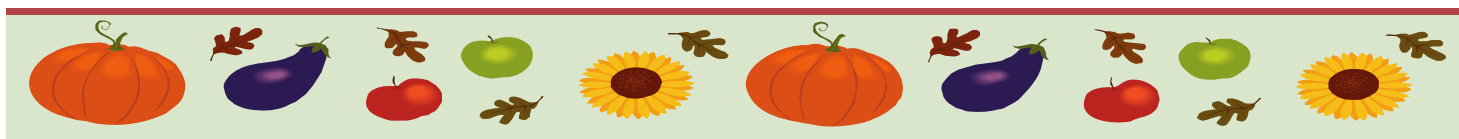


### **UNITED WAY GOLF TOURNAMENT RAISES \$9,000**

The 15th Annual United Way Golf Tournament was held on September 24, 2007 at Prospect Bay Country Club in Grasonville, MD. According to the Committee Chair, **Carlene Hurd of BankAnnapolis**, "We couldn't have asked for a more picture perfect day!"

**UnitedWay Executive Director, Sandra Early** reported that "We are thrilled to see an increase in support this year. We have more teams and more sponsors that have stepped up to be a part of this tournament." Early stated that she expected the United Way to net over \$9,000 from the tournament and those funds will be part of the allocations sent out to 22 different non-profit agencies serving Queen Anne's County.

The United Way of Queen Anne's County is all about neighbors helping neighbors! They allocate funds to local agencies that serve community needs from children to seniors covering areas from health and human services, to the arts and the environment. For more information about the United Way, please visit their website [www.unitedwayqac.org](http://www.unitedwayqac.org) or call Executive Director, Sandra Early at 410-643-6288.



## CHESAPEAKE WOMEN'S NETWORK

P.O. Box 678

Stevensville, MD 21666

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



### EVENTS

Jody Walls, Cosica Technologies

Marlene Davis, R & D Electric

(Information more than one month out is subject to change!)

Nov. 8<sup>th</sup> – 6 PM, Ruthsburg Community Center

Dec. 5<sup>th</sup> – 6 PM, Annies (\$25 Gift Exchange)

Jan. 10<sup>th</sup> – 8 AM, Holiday Inn Express

Feb. 14<sup>th</sup> – 6 PM, Valentine's Day Dance

March 13<sup>th</sup> – 6 PM, BankAnnapolis

April 10<sup>th</sup> – Noon Luncheon, TBA

May (8<sup>th</sup> or 15<sup>th</sup>?) 6 PM, Wine Tour

June 12<sup>th</sup> – 6 PM, CBEC

# *News from* Chesapeake Women's Network

### YOUR AD CAN NOW APPEAR IN COLOR!

#### NEWSLETTER ADVERTISING RATES

- Business card size for a year (10 issues) = \$80, or \$10 per month
  - 5 months = \$50 (Two business cards size is 2x cost, etc.)
- PLEASE SPECIFY AD and how many months you are purchasing, and send check to:  
Chesapeake Women's Network  
P.O. Box 678  
Stevensville, MD 21666  
Email in graphic format (pdf, jpeg, tif,) to [Sandra.early@verizon.net](mailto:Sandra.early@verizon.net)

#### MEMBERSHIP DIRECTORY ADVERTISING RATES

- Half a page for \$25 All ads should go to Sandra. Email in any graphic format (pdf, jpeg, tif, gif) to [Sandra.early@verizon.net](mailto:Sandra.early@verizon.net) or call to arrange delivery.

## CWN SCHOLARSHIP FUND

Please contribute to the most helpful fund.  
You can make a donation or participate in  
the monthly 50/50.

Member Name

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Member Business

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Donation Amount

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Please mail to: CWN P.O. Box 678, Stevensville, MD 21666