

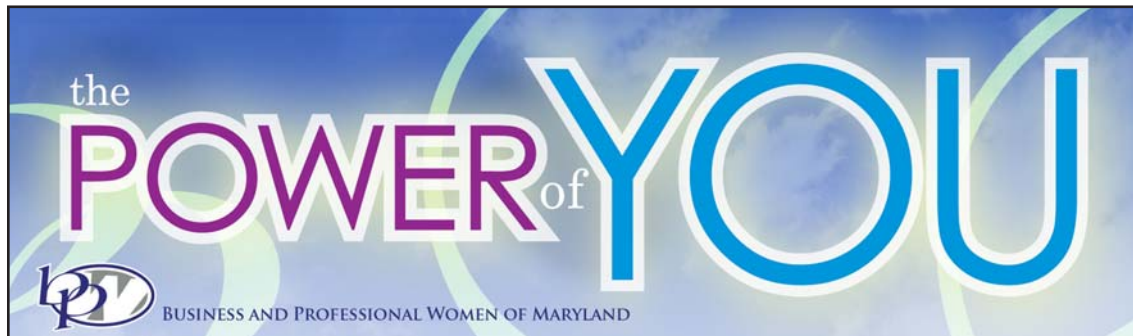


The NEWSCASTER

A PUBLICATION OF THE BUSINESS AND PROFESSIONAL WOMEN'S FOUNDATION OF MARYLAND, INC.

2011 Fall Conference Issue

2011-2012



BPW/MD Fall Conference – “The Power of YOU” Nov. 4-5, 2011 – Ramada Plaza, Hagerstown, Md.

In the last year, we celebrated change and moved forward together, and now we are excited to discover **“The Power of You!”** Join us for an amazing conference as we continue our journey where we will discover, focus and commit.

The Conference Committee invites you to attend BPW/MD's Fall Conference on Nov. 4-5, 2011 at Ramada Plaza, 1718 Underpass Way, Hagerstown, Md. They have been hard at work planning a conference that will be empowering, entertaining and educational.

Women have made tremendous gains in the areas of equality because of women just like you who went before, paved the way and left a trail to follow! We have power within us, and when we combine that power with determination, persistence, education and networking, all of what you get when you attend a BPW conference, the world around us will see the change! Join us to learn from women who have embraced that power and made great strides in their personal and professional lives.

Bring a friend, enjoy the fellowship, learn a new skill and discover how your participation in this conference will help you find “The Power of You.”

We will be celebrating National Business Women's Week (NBWW®) and meeting the new BPW State officers. Saturday's “For Members, More Members” workshop unveils BPW/MD's new member campaign. It will be loaded with fresh ideas for enhancing our programming and keeping our BPW vibrant, relevant and vital.

You won't want to miss the fun, interactive workshop, “Your Path to Purpose,” Friday evening Nov. 4, presented by Bonnie Gordon Patterino, Life Purpose Coach. Her multi-

media presentation, along with her amazing Hand Print Analysis, will help you decode your life purpose and guide you to your natural state of self-love and joy. This event is included with your conference registration, but individual tickets may also be purchased. Please invite your friends and family to attend this evening of fun, food and discovery!

Our luncheon Saturday, Nov. 5, is a celebration of NBWW® and will feature Denise Bowman, Attorney and BPW member, as our keynote speaker and Woman of Achievement honoree. Denise is an outstanding attorney and mentor for women.

Local Organizations are also encouraged to invite their NBWW® honorees to attend and be recognized at the luncheon. Send your honoree's name to Greta Davis (gdavis2011@comcast.net). Guests are invited and individual luncheon tickets may be purchased (use the Registration Form on page 5).

The Ramada Plaza has provided a block of rooms at \$69 a night single or double. Please make your reservations by Friday, Oct. 21 by calling 800-2RAMADA or 301-797-2500 and mention “BPW/MD.” Conference registration is also due by Oct. 21.

Local Organizations get a free exhibit table in the meeting room so don't forget to indicate your selection on your registration form. For general conference inquiries, contact Granis Dixon, 301-582-1451, or the appropriate Conference Team members listed in *The Newscaster*. Go to www.bpwmaryland.org for additional conference information.

See you at conference!

Kathryn Reall, President Elect



BPW/MD 2011-2012 Executive Committee

PRESIDENT

Toni Koenigsberg

P.O. Box 493
Saylorburg, PA 18353
(M) 484-661-8129
(E) toni.koen@gmail.com

PRESIDENT ELECT

Kathryn Reall

5846 George Washington Highway
Oakland, MD 21550
(H) 301-334-1639
(M) 301-616-7490
(E) twobreal@yahoo.com

1st VICE PRESIDENT - Vacant

2nd VICE PRESIDENT

Rita Crowe

7978 Avilton Lonaconing Road
Lonaconing, MD 21539
(H) 301-687-1025
(M/O) 301-268-3756
(E) ritacrowebpw@aol.com

SECRETARY

Melissa Harr

8 Old Cash Valley Road
LaVale, MD 21502
(M) 301-707-5104 (O) 301-729-7488
(F) 301-729-7577
(E) MAHarr@dpscs.state.md.us

TREASURER

Marlene Spielman

11530 Dellwyn Drive
Hagerstown, MD 21740
(H) 301-733-3226 (O) 301-739-0599
(M) 240-520-0358
(E) lynnmar@myactv.net

TABLE of CONTENTS

BPW/MD Fall Conference – “The Power of YOU”	1
Table of Contents and Publication Information	2
President’s Message	3
Fall Conference Hotel – Ramada Plaza, Hagerstown, Md.	4
A Letter of Thanks...from Patricia Alexander	4
“Your Path to Purpose,” Workshop by Bonnie Gordon Patterino	4
BPW/MD 2011 Fall Conference – Registration Form	5
Schedule–At–A–Glance	6
Membership	6
A Silent Auction	6
“The Power of YOU: For Members, More Members,” Workshop by Rita Crowe	7
Volunteers Needed at Fall Conference	7
Saturday Luncheon Speaker and Women of Achievement, Denise Bowman	8
“National Business Women’s Week®, Oct. 17-21, 2011	8
Visit www.bpwmaryland.org!	9
CASA, Inc. (Citizens Assisting and Sheltering the Abused).....	9
Meet Your New BPW/MD Officers	10-11
NEWS from Montgomery County BPW	11
News from Business and Professional Women’s Foundation	12
Past State President Phyllis Trickett Honored for Decades of Service	12
2011 Annual Conference Highlights	13
2011 Annual Conference Photos	14-15
BPW/MD Calendar of Events	16
“Thank You to our Sponsors”	16
BPW/MD Member News	16
Thank You...to our Ladies Spa Night Presenters!	16

ADVERTISING INFORMATION

The Newscaster is published three times a year with a circulation of approximately 300 copies. News/articles may be submitted by mail, fax, or E-mail to *The Newscaster* Editorial Manager; photographs are encouraged. Advertising rates are based on same-size, camera-ready copy or plain text; additional charge applies for design, layout, and photographs (if required). Make checks payable to BPWF/MD and send with ad copy to *The Newscaster* Acting Business Manager.
Price per issue:

Ad size	Single issue	Multiple issues	
Full Page	\$100	\$80	Local Organizations may promote
Half Page	60	50	major events, candidates, or
Quarter Page	35	30	candidate acknowledgments in a
Eighth Page	20	16	single issue at multiple issue rates.

The Newscaster SUBMISSION DEADLINES

2012 Special Winter Issue – TBA
2012 Annual Conference Issue – TBA

Send Articles, Advertising, and Address Changes to:

Pat Farmer, *The Newscaster* Editorial Manager & Acting Business Manager
13304 Briarwood Dr / Laurel, MD 20708 (E) buttonspaf@aol.com
(H) 301-776-4645 (W) 410-332-6653
Fax w/prior notice: 301-776-4645



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BPWF/MD Chief Financial Officer
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The Newscaster Production Manager,
Bob Demmler / bob@oakwoodmanor.net
(H/O) 717-235-0444 (Fax) 717-235-0444



President's Message

Toni Koenigsberg

2011-2012 BPW/MD President

Without question 2011 so far has proven to be a year we will look back on as a major steppingstone in our BPW/MD history. So much energy, effort and thought have been put into our organization, it's amazing to see the progress and I'm excited to be a part of it. We have proven that by using the power within to reach goals and push boundaries, which at one time may have seemed insurmountable, anything is possible! Our Executive Committee has worked seamlessly through challenging transitions these last few months and I am extremely proud of our accomplishments into what was unknown territory. I commend each committee member on their professionalism and ability to adapt and the courage they have shown. In that same spirit, this year I challenge each of you to push boundaries to grow our organization and make progress on your own goals.

When describing our organization to others I find myself always saying that we are more than just a typical group of businesswomen. We are strong, energetic, caring, and most of all – a **Powerful group of individuals**. I get asked many times, why I have stayed with BPW even though I live over three hours away and anyone will tell you I get a huge grin on my face and say, "It's the people." One thing I have learned over the years, is that success doesn't just come through luck. It's a combination of good timing, preparedness, and most importantly **having the right people beside you**. Individually and together, we are the most powerful part of BPW's story. We are the most powerful influencers in our own journey as well. There are three areas within our theme "The Power of You" that we will explore this year -on the journey to Success: Discovery, Focus and Commitment. I'm honored to serve as your president and know that with your help, we can continue to accomplish incredible things in this journey!

● **Discovery: Finding your path.....If you've already arrived, be a guide!**

BPW continues to be a great source for women exploring their own professional career paths and life goals. To kick off our effort to help you discover exactly what you want out of life and your true strengths we will have Bonnie Gordon Patterino, Life Purpose Coach, conduct a terrific workshop Friday night at Fall Conference about finding your life purpose. What are you waiting for to finally make the plunge towards that big decision? What's been holding you back? This opportunity will help you discover your individual strengths and how you can use them to reach your goals. You can look forward to having clarity and focus for the next step in your journey.

If you've already reached your destination, this workshop will help you define your strengths and inspire you on how to

use them to be a guide for others. Women look to join our organization for mentorship and guidance, I know I did. Someone had told me "You get, what you give" however, in BPW, sharing your experience and knowledge with other members to be their guiding light on their path can have a life changing impact for them and you. Rita Crowe, Membership Chair, will conduct a workshop on Saturday at Fall Conference, "For Members, More Members" to highlight how you can help enhance current members engagement and develop plans for increasing local membership. When I first became a member of BPW in 2008, I was searching for a group of women in the business world that could be mentors, while I was holding a position at a company in which I was one of only a handful of women out of several hundred men, in a traditionally male-dominated industry. I was challenged and some days felt outnumbered. BPW has provided me great mentorship, encouragement and support, and it came from people that I least expected to connect with!

● **Focus:**

Once you have found your path, it is important to have a clear idea where you are going. You need to focus on the goal and the individual steps it's going to take to get you there. Over the years we all remember lessons we have learned from others. I've learned success happens most when you have prepared yourself for the path, have courage, and are able to have a clear vision of what the end goal looks like. I must admit this past year of my life has been one of the most challenging. Simultaneously holding BPW positions in Maryland, trying to repair my home to put on the market, living in hotels and friends' spare rooms while starting my new job in New Jersey, and finally moving to a small cottage in the Poconos, I felt unsettled and overwhelmed. Sometimes feeling like a train about to jump track, I leaned on my strengths and had faith that if I focused on doing one thing at a time I could accomplish what seemed insurmountable.

● **Commitment:**

Once you have found your path and have a clear vision of your goals, you must follow through to the end despite any obstacle. Sometimes that final commitment to the end goal is the hardest and uncertainty can get to the best of us. It could be a decision to open up a new business, ask the boss for a new position, or on how to spend your nest egg after all the hard earned work you've put in. For some of us the indecisiveness can be numbing and stifle much of the focused effort you have already put in towards reaching your goal. Envisioning the small details of what it will feel like to reach it, what your life will look like daily when you achieve it, can empower you to keep forging ahead in the right direction. This year I look forward to Local Organizations hosting programs, which focus on the courage and power in each of us. Help members to find the courage and power to "flip the switch" and accomplish their dreams is truly a tremendous thing of which we can all be a part.

Your power has been inspirational and contagious and that's what made me, and others new to a position on the EC, step up to lead this year. If every member can commit to stepping up our efforts this year, there's no way we can't move forward by leaps and bounds.

It's all in the Power of You! - Discover, Focus, Commit.

– Fall Conference Hotel –
Ramada Plaza, Hagerstown, Md.



**Hotel Reservations
due by Oct. 21!**

1718 Underpass Way
Hagerstown, MD 21740
(301) 797-2500

The 2011 Fall Conference hotel, the Ramada Plaza in Hagerstown, is conveniently located just off I-81 at Exit 5-A, .5 miles North of I-70 on the western side of Hagerstown.

As the best of Hagerstown hotels, the Ramada Plaza offers well appointed, oversized guest rooms and suites, the full service Fireside Restaurant and lounge, meeting and banquet facilities and a large indoor heated swimming pool with sauna. Amenities include a free deluxe continental breakfast, free wireless high speed Internet access, free airport shuttle, business center, fitness center, and guest laundry. The rooms include an alarm clock, ironing board, hairdryer, coffeemaker, and refrigerator.

Ramada Plaza is offering a special room rate of **\$69 (plus 12% tax) single or double** per night. Please make your reservations directly with the hotel by **Oct. 21, 2011** by calling (301) 797-2500 and mention “BPW/MD conference.”

The hotel website is: http://www.ramada.com/Ramada/control/Booking/property_info?propertyId=40590

A Letter of Thanks...

August 21, 2011

Dear Friends in BPW,

As announced at the 2011 Annual BPW/MD Conference, my 90-day term as President of BPW/MD ends on Aug. 31, 2011, and I submit this letter as my official resignation. Effective September 1, 2011 Toni Koenigsberg – currently serving as First Vice President – will assume the responsibilities of the office of President, after having been approved by unanimous vote of the Executive Committee at the August 21, 2011 meeting.

Toni is aided by Kathryn Reall – President Elect, Rita Hummel Crowe- Second Vice President, Marlene Spielman – Treasurer, and Melissa Harr – Secretary by appointment.

I thank each and every one of you for the support you have shown during my tenure, and I wish BPW/MD continued growth and success.

Regards,
Patricia Alexander

“Your Path to Purpose”

WORKSHOP Presented by:
Bonnie Gordon Patterino, Holistic Life Purpose Coach
Friday Nov. 4, 2011 – 6:30-9:30 p.m.

Join us on Friday evening, Nov. 4, for a fun, interactive workshop presented by Bonnie Gordon Patterino. The evening includes networking and heavy hors d’oeuvres from 6:30 – 7:30 p.m., followed by the workshop from 7:30 – 9:30 p.m. Bonnie is a gifted Transformational Leader and Holistic Life Purpose Coach with a unique message about self worth. Her mission to bridge the gap between life coaching and psychotherapy is brought to life within her “GPS Your Path” self-realization method. She identified the *Guidance Power System (GPS)* that all of us have inside of us, but is often untapped.

Her multi-media presentation, along with her amazing Hand Print Analysis, will help you decode your life purpose and guide you to your natural state of self-love and joy! She is one of only a few Hand Print Analysts in the world! See more information about her work at www.gpsyourpath.com.



Bonnie was one of the Spa Night presenters at our 2011 Annual Conference, and will again be providing her Hand Print Analysis to attendees at this workshop. Please plan to arrive on time so that you can be finger-printed for general Life Purpose decoding prior to the workshop. You will be able to keep your prints and a results brochure that tells you what others have paid \$300 to receive! With everyone’s cooperation, our group “Composite Purpose” can be determined, and we can break into four “Purpose School” discovery circles. You will also be given a color coded Love, Service, Peace or Wisdom Purpose School stretch bracelet throughout the weekend for discussion with your “soul mates!”

This workshop is included in the conference package but will also be made available to the public at a cost of \$35. Please invite a friend to join us for a fun and interactive evening as Bonnie Gordon Patterino helps you “decode” your life purpose.

BPW/MD 2011 Fall Conference

"The Power of YOU"

**Board of Directors Meeting and National Business Women's Week® Celebration
Nov. 4-5, 2011 ~ Ramada Plaza, Hagerstown**



**Business and
Professional
Women/MD**

DEADLINES

Friday, Nov. 4, 2011

Executive Committee Meeting	1:00 p.m. – 3:00 p.m.
BPWF/MD Trustees Meeting	3:30 p.m. – 5:00 p.m.
Registration	5:30 p.m. – 6:30 p.m.
Interactive Workshop	6:30 p.m. – 9:30 p.m.
President's Reception	10:00 p.m. – 11:00 p.m.

Saturday, Nov. 5, 2011

Registration/Cont. Breakfast	8:00 a.m. – 9:00 a.m.
Silent Auction/Vendors	8:00 a.m. – 4:00 p.m.
Business Session	9:00 a.m. – 11:30 a.m.
NBWW® Luncheon Celebration	NOON – 1:45 p.m.
BPW Workshop	2:00 p.m. – 3:00 p.m.
Business Session	3:30 p.m. – 5:00 p.m.

Conference Registration: Oct. 21, 2011
Hotel Reservation: Oct. 21, 2011
 (mention BPW/MD~ Single/Double \$69 + 12% tax)
(800) 272-6232 or 301-797-2500

Ramada Plaza
 1718 Underpass Way
 Hagerstown, Maryland 21740

DIRECTIONS

From the East – Take I-70 West; take EXIT 26, merge onto I-81 North. Take EXIT 5A to Halfway Blvd. Left onto Massey Blvd, Left on Railway Lane, Left onto Underpass Way, Hotel on right.
From the South – Take I-270N to I-70 West. From I-70 West take EXIT 26, merge onto I-81 North. Take EXIT 5A to Halfway Blvd. Left onto Massey Blvd, Left on Railway Lane, Left onto Underpass Way, Hotel on right.
From the West – Take I-70 East. Take EXIT 26, merge onto I-81 North. Take EXIT 5A to Halfway Blvd. Left onto Massey Blvd, Left on Railway Lane, Left onto Underpass Way, Hotel on right.

BPW/MD 2011 Fall Conference Registration Form

NEW!! Register online at www.bpwmaryland.org and pay by Oct. 21 and your name will be entered in a drawing for a FREE conference registration!

OR Send check payable to BPW/MD to:
 Sandy Mills 240-818-3463
 14741 Cearfoss Pike sandy@ksiinc.com
 Hagerstown, MD 21740

FULL REGISTRATION PACKAGE – Friday, Nov. 4 and Saturday, Nov. 5, 2011

(Includes Friday Night Event, Sat. Continental Breakfast/Cookie Break, Business Sessions, Silent Auction, Workshops and NBWW® Luncheon Celebration)

Late Registration (includes all of the above) _____ **\$99** Postmarked by Oct. 21

OR INDIVIDUAL EVENTS

- Regular Registration**-(Required to participate in Business and Workshops) _____ **\$49** Postmarked by Oct. 21
- Late Registration** _____ **\$59** Postmarked after Oct. 21
- Friday Evening ~ "Your Path to Purpose" Workshop** _____ **\$35**
- Saturday Continental Breakfast and Cookie Break** _____ **\$15**
- Saturday NBWW® Luncheon Celebration** _____ **\$40**

YES! I WOULD LIKE TO BE A SPONSOR OF THE BPW/MD FALL CONFERENCE

Platinum Friend - \$100 *Gold Friend* - \$75 *Silver Friend* - \$50 *Friend* - \$25 \$ _____

CHECK TOTAL \$ _____

****No Refunds after Oct. 28, 2011****

Please Print:

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone (H) _____ (O) _____
 (Cell) _____ E-mail _____

Check all that apply:

- _____ State Officer
- _____ State Chair
- _____ Past State President
- _____ LO President
- _____ Member
- _____ Guest
- _____ First time attending Fall Conference
- _____ NBWW Honoree
- _____ Woman in the Military or Veteran

Dietary Restrictions _____ ADA Requirements _____

Local Organization _____ Yes, my LO would like a display table ____half____whole

LO Table Contact Name _____ Tel _____ E-Mail _____

~~~ SCHEDULE-AT-A-GLANCE ~~~

**BPW/MD 2011 FALL CONFERENCE**

**Ramada Plaza – Hagerstown, Maryland**

**Nov. 4-5, 2011**

***“The Power of YOU”***

**Friday, Nov. 4, 2011**

|                         |                                        |
|-------------------------|----------------------------------------|
| 1:00 p.m. - 3:00 p.m.   | BPW/MD Executive Committee Meeting     |
| 3:30 p.m. - 5:00 p.m.   | BPW/MD Board of Trustees Meeting       |
| 5:30 p.m. - 6:30 p.m.   | Conference Registration                |
| 6:30 p.m. - 9:30 p.m.   | “Your Path to Purpose” Workshop        |
| 10:00 p.m. - 11:00 p.m. | President’s Reception<br>~ All Invited |

**Saturday, Nov. 5, 2011**

|                        |                                         |
|------------------------|-----------------------------------------|
| 8:00 a.m. - 9:00 a.m.  | Conference Registration                 |
| 8:00 a.m. - 9:00 a.m.  | Deluxe Continental Breakfast            |
| 8:00 a.m. - 4:00 p.m.  | Silent Auction Open                     |
| 8:00 a.m. - 4:00 p.m.  | Exhibitors Open                         |
| 9:00 a.m. - 11:30 a.m. | BPW/MD Business Session                 |
| 12:00 p.m. - 1:45 p.m. | NBWW® Luncheon                          |
| 1:30 p.m. - 2:00 p.m.  | Shopping                                |
| 2:00 p.m. - 3:00 p.m.  | “For Members, More Members” Workshop    |
| 3:00 p.m. - 3:30 p.m.  | Cookie Break and Shopping               |
| 4:00 p.m.              | Silent Auction Ends<br>- All bids close |
| 3:30 p.m. - 5:00 p.m.  | BPW/MD Business Session                 |

# MEMBERSHIP

Membership is vital to BPW's continued success. Each member is a strong, empowered woman with ideas to share. BPW/MD welcomes you to “The Power of YOU.”

**The Membership Committee asks that you:**

- ❖ Renew early so that your membership does not lapse.
- ❖ Attend the “For Members, More Members” Workshop Saturday, Nov. 5 and learn about BPWMD’s new membership campaign.
- ❖ Invite a friend, coworker, or neighbor to attend BPW events and join.
- ❖ Mail new membership applications and renewals to:  
Marlene Spielman, BPW/MD Treasurer,  
11530 Dellwyn Drive,  
Hagerstown, MD 21740.

**NOTE:** *Some of you have been receiving test renewal notices from the website – ignore those until you get the official word that the website is up and running for the renewal process.*

*Rita Crowe, Membership Chair*

## A SILENT AUCTION

**It is hard to be silent** because our silent auction continues to be one of the highlights of our BPW/MD Conferences! And your support is once again requested to help gather fun and unique items to create this fantastic event. The silent auction will be held between 8:00 a.m. and 4:00 p.m. Saturday, Nov. 5.

Have you found a unique or one of a kind item? A beautiful scarf, exquisite vase, a fabulous necklace or bracelet, wine basket – whatever you would like to donate will be appreciated. Most importantly, come prepared to bid at this ever popular event.

**Please contact** Alicia Newman at leenew9577@aol.com or 410-451-5162 and Dawn Stiles at dstiles448@sbcglobal.net or 517-449-4113 with a description and value of the item you wish to donate.



*Dawn Stiles and Alicia Newman, 2011 Annual Conference Silent Auction Co-Chairs.*

# “The Power Of YOU: For Members, More Members”

**WORKSHOP Presented by:  
Rita Crowe, Membership Chair  
Saturday, Nov. 5, 2011 – 2:00-3:00 p.m.**



Our 2011-2012 year theme of “The Power of YOU” means so much to every BPW member! Each of us individually is a strong, empowered woman, and when we unite together under the BPW banner we are unstoppable! Let’s work together to make this the best year ever for each current member and for all of the new members out there waiting to join us.

To kick off our membership campaign, please join me at the “For Members, More Members” workshop on Saturday, Nov. 5 from 2-3 p.m. at the Fall Conference. In this fast-paced session we’re going to share ideas for enhancing current members’ BPW experience, as well as develop plans for increasing our Local Organizations’ membership.

Each of us has one or many reasons for maintaining our membership in BPW. Every member — from our longest member to our newest one — has expectations of what a BPW membership means, what value is received, what commitments are involved. What matters most to you? What keeps you active in BPW? Professional support and recognition? Mentoring? Leadership opportunities? Social ties and friendships? Volunteer opportunities? Education on women’s issues? Networking? What else?

In the “For Members” portion of the workshop we will look at “what’s in it for you?” as a BPW member. What’s working, what’s missing, what would make it a more worthwhile and satisfying organization for you and our current membership? What do you wish for? What would make BPW even more vital as a part of your life? We’ll look at surveying our membership at-large to understand their current and future needs. We’ll discuss ideas for new and different services and programming at the local and state levels. What can BPW do for you, and what do you have to offer BPW in the upcoming year?

Let’s then turn our attention to the lifeblood of any organization: increasing membership. A steady flow of energetic new members – full of fresh ideas and talent – is the secret sauce for keeping our BPW vibrant, relevant and vital. How can each of us bring more members to BPW? The “More Members” portion of the workshop will enhance our skills of prospecting, marketing and closing the sale that will yield more new members for our Local Organizations.

There are hundreds of wonderful stories about what BPW has done for and meant to our members! Let’s learn to tell

those stories – and our own story – in ways that convey the relevance of BPW to today’s business women. Do you have a powerful “elevator speech” for prospective members? If yes, let’s hear it at the workshop. If not, let’s build one that works!

We’ll discuss what kinds of programming, public relations and services have worked to draw new members in your Local Organizations. We want to hear ideas you have for what is needed and what will work in the future to build a winning platform for a significant increase in membership. Bring your ideas to the workshop, okay?

In August I was shocked – and heartened – to hear that Pennsylvania has 1400 BPW members - 1400 women united – what power, what strength! But where are those comparable numbers in the great state of Maryland? I believe that there are that many women – and many more – in Maryland, that would benefit from BPW membership. What can we do to bring our ranks up to that level – and think of what we could do if we did! Sounds like it’s time for a throwdown, Local Organizations! I’ll be revealing a new member campaign contest for this 2011-2012 year at this Fall Conference workshop, so I encourage you to come ready to play! Get your Membership Chairs poised for action, too!

“The Power of YOU” is needed to make the MD/BPW its best ever! I’m looking forward to working with each of you and your Local Organizations to grow our membership this year. Meet me at this “For Members, More Members” workshop, where we will kick start our membership campaign! See you there on Nov. 5!

## **VOLUNTEERS NEEDED AT FALL CONFERENCE**

**We need members to serve as hosts, pages, doorkeepers, timekeepers and to help with room set up at Fall Conference. If you can help, please contact Rosalie Ridenour; phone: 301-791-1202, or E-mail: roseridenour@netscape.net.**

## BPW/MD 2011 Fall Conference ~ Saturday Luncheon Speaker ~

Join us for lunch on Saturday, Nov. 5 as we celebrate National Business Women's Week® and recognize Women and Employer of the Year honorees from Local Organizations around the state. We are delighted to welcome **Denise Bowman**, Managing Partner for Alexander & Cleaver, Attorneys At Law, as our keynote speaker. Ms. Bowman will also be honored as BPW/MD's Woman of Achievement during the NBWW® celebration. The NBWW® celebration will be co-hosted by Greta Davis and Susan Horst.

Tickets are \$40 per person. Guests, friends and family are invited, and may reserve a ticket by sending a check and the Fall Conference Registration Form on page 5.

### Denise Bowman, Attorney At Law BPW/MD 2011 Woman of Achievement

Denise Bowman joined the Law Offices of Alexander & Cleaver in 1990 and practices in the areas of business corporate litigation and transactions; government, ethics and campaign finance compliance (federal, state, and local); economic development; procurement; and representation before administrative boards and agencies.

Denise regularly advises corporate clients on implementation and development of policies and procedures to assure ethics and campaign finance compliance. She has spoken extensively throughout the state on lobbying, ethics, and campaign activity. Denise contributes articles of legal significance to a variety of legal, professional and community publications.

Denise joined Southern Prince George's Business and Professional Women in 1990. In 1999, she was SPG's Young Careerist (YC) Program winner; and for several years, Denise chaired the YC program, mentoring at least three other women who became future SPG Young Careerists. In 2002, the SPG/BPW Local Organization honored Denise as Woman of the Year, acknowledging her commitment to women's business issues in her community. When SPG/BPW published a monthly newsletter, Denise regularly contributed a legal column.

A year ago, Denise became Managing Partner of Alexander & Cleaver. She was recently accepted into the Million Dollar Advocates Forum, a prestigious group of trial lawyers in the United States. Membership is limited to attorneys who have won million and multimillion dollar verdicts and settlements. Less than one percent of attorneys throughout the nation are members.

It is BPW/MD's great pleasure to honor Denise Bowman for her outstanding achievement in her career, efforts in public policy, her assistance to other women in advancing their careers, and community service.



## National Business Women's Week® Oct. 17-21, 2011

Since 1928 Business and Professional Women's Foundation (BPWF) has sponsored **National Business Women's Week®** each year during the third week of Oct. The celebration provides an opportunity for BPWF, State Federations, Local Organizations and the business community as a whole, to acknowledge the accomplishments of working women.

The objectives of National Business Women's Week® (NBWW®) are:

- To promote full participation and equity for women in the workplace;
- To publicize the achievements of business and professional women on the local, state and national levels;
- To publicize the objectives and programs of BPWF as they relate to the millions of business and professional women across the country.

Over the years, **National Business Women's Week®** has become an event widely recognized by public and private institutions and local communities. In past years, the President of the United States, at the request of BPWF, has declared the third full business week in Oct. as **National Business Women's Week®**. Governors and mayors issue similar proclamations at the state and local levels. States and communities tailor events and activities to meet their needs.

The vision for **National Business Women's Week®** (NBWW®) originated with Emma Dot Partridge, Executive Secretary of the National Federation of Business and Professional Women's Clubs from 1924 to 1927. The first annual observance was held April 15-22, 1928, when BPW/USA President Lena Madesin Phillips opened NBWW® with a nationally broadcast speech in which she stated that the purpose of the week was "to focus public attention upon a better business woman for a better business world." BPW Local Organizations implemented daily programs designed to call attention to the mission and achievements of the organization. **NBWW®** has grown into a nationwide salute to all working women, as well as an opportunity to spotlight issues of importance to working women. In more recent years activities have included Woman of the Year Awards, Employer of the Year Awards, Individual Development workshops, and issue panel discussions.

In 1938, **NBWW®** was moved to the third full week of Oct. so that Local Organizations could use **NBWW®** as a springboard for their new year's programs. U.S. President Herbert Hoover was the first president to issue a letter recognizing **NBWW®** and the contributions and achievements of working women. Presidents since then have always issued a letter acknowledging the important role women play in the nation's economy.

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**CHECK IT OUT...**  
**[www.bpwmaryland.org](http://www.bpwmaryland.org)**



Visit [www.bpwmaryland.org](http://www.bpwmaryland.org)!



Please welcome Jill Schaumloeffel as the new Web Master.

We are very pleased that she is able to step up and help us move the website forward. Jill holds a Bachelor's in Electrical Engineering and recently earned her Master of

Science in Information Technology, Information Assurance and Security. She has been a member of BPW since 2008 and is the Instructor of Information Technology at Garrett College. She is skilled in website management and we look forward to her leadership!

Please continue to complete the word document forms for your Local Organization's information and events and submit them to Jill via email at [n2jlc@yahoo.com](mailto:n2jlc@yahoo.com) for posting on the website. Feel free to include photos and links to your local newsworthy happenings!

*Toni Koenigsberg, President*



### CASA, Inc.

(Citizens Assisting and Sheltering the Abused)

**CASA, Inc.**, Hagerstown's domestic violence and sexual assault shelter and counseling center, has been adopted as the charitable cause for Fall Conference. Please check CASA's Wish List and bring a donation to the conference.

**CASA, Inc.** provides services, which promote physical and emotional safety and foster growth for people involved in domestic violence or sexual assault.

**CASA, Inc.** is a lifeline for individuals and families in crisis. Adults, as well as children, can benefit from the many programs and services offered. These programs and services give those in need of assistance the support and guidance necessary to survive crisis situations and establish new direction.

**CASA, Inc.** operates a 24-Hour Hotline that provides confidential counseling and referrals 24 hours a day, seven days a week.

**CASA, Inc.** offers the following programs: Domestic Violence Program, Displaced Homemaker Program, Rape Crisis Program, Incest Survival Support, Homeless Women & Children Program, Legal Advocacy, Abuser Intervention Program, Children's Program, Support Groups, Workshops and Newsletter.

### CASA Wish List

**Adult:** soap/shampoo, conditioner, hairspray, combs, hairbrushes, body lotion, disposable razors, nail polish, polish remover, toothbrushes, toothpaste

**Household items:** microwave, paper towels, napkins, sandwich bags, plastic wrap, wax paper, aluminum foil, glass cleaner, multi-purpose cleaner, laundry detergent, dishwasher detergent, dishwasher liquid, kitchen towels and dishcloths, towels, AA, C and D batteries

**Special Items:** Inexpensive alarm clocks, cookbooks, umbrellas, flashlights, twin-size blankets and sheets sets, pillow cases, gift certificates to grocery stores, toy stores, hair salons, and clothing stores, stamps, stationery, prepaid phone cards.

To learn more about **CASA**, please visit their website at: <http://www.casainc.org/>

Please contact Donna Smith by E-mail at [dsmith7119@aol.com](mailto:dsmith7119@aol.com) for additional information.



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# Meet Your New BPW/MD Officers...

## Toni Koenigsberg

### President

With a degree in Leisure Resource Management from Green Mountain College in Vermont, Toni has a diverse range of experience in the organization and management of resorts, sports complexes and the waste management industry. She is currently regional sales manager for AERC Recycling Solutions with a territory encompassing the New York / New Jersey area and is passionate about today's environmental sustainability challenges for businesses. A member of Hagerstown BPW since 2008, she and her husband, Kyle, have recently moved from the Mercersburg, Pa. area, to the Pocono Mountains to further their careers. She has been focusing on coordinating partnerships with electronic manufacturers to meet new legislative regulations regarding E waste landfill diversion. Toni has been significantly involved with BPW at both the local and state levels, most recently developing the new BPW Maryland Website and holding the position of Hagerstown Local Organization President.



## Kathryn Reall

### President Elect

Kathryn Reall came to know BPW by applying for and being awarded, the Garrett County BPW Scholarship in 2003. New to the Garrett County area then, she found great friendships through this organization. Past State President Phyllis Trickett had high hopes for her as a new, young member. BPW member Barbara Flynn even paid her annual dues just to keep her involved! Kathryn is now serving as President of Garrett County BPW, paying her own dues and extremely thrilled to be part of this organization!



Kathryn resides in Oakland, Md., with her husband, Jeremy Bolyard. She has two sons, Garrett, 16, and Jameson, 4, and doesn't recommend spacing your kids that far apart for anyone! She enjoys football, puzzles and traveling to anywhere. She is a member of Pleasant View Baptist Church. When diagnosed with breast cancer last year, the outpouring of love, prayers and support from BPW

members statewide kept her fighting positively through that trial of life. She is a strong supporter of mammograms.

After being in sales positions in Orlando, Atlanta, and Baltimore, she stopped in Garrett County just for a visit to her dad and decided to stay. Upon graduating from Garrett College, Kathryn worked as a bookkeeper for a local construction company and purchased a small town, convenience store. The success of that store was based on building relationships with the locals, exactly what BPW members taught her. After selling the store, she now aids her husband in running the construction company, managing the rental properties and has recently launched a new, woman-owned, metal roofing business.

Kathryn is totally excited about helping BPW reach and teach members how much power this group can punch when you tap the power within yourself.

## Rita Hummel Crowe

### 2<sup>nd</sup> Vice President



Rita Crowe began her BPW life in 1973 by working in the BPW Foundation's Research Library in Washington, D.C., after graduation from the University of Maryland. Instead of following her plan to teach high school English, she entered the business world. Over the following years Rita held management positions at the U of MD, the American Symphony Orchestra League, Food Marketing Institute,

AT&T Communications and Hewlett-Packard.

In 2003 Rita returned to her roots in Western Maryland. She is president of LEAP Leadership Advantage, and provides leadership coaching, training and consulting to organizations and individuals. She is on the faculty of the National Leadership Institute and the Center for Creative Leadership, and is an international program leader for the Coaching for Great Work™ program. She is currently co-writing a book on generational and type differences, to be published in 2012.

Rita is married to her husband, Don, whom she met at their high school reunion 12 years ago. They live in Avilton, Md., mere miles from her family's farm, and share their home with Samson, the wonder dog. They are members of the congregations of St. Ann's Catholic Church and Trinity United Church of Christ. Rita enjoys basket weaving, jewelry making, mosaics, gardening and antiques. Traveling, for business or pleasure, remains a key theme.

Rita joined the Cumberland BPW in 2010 after attending the Annual Conference at The Wisp. She is looking forward to increased involvement as the Membership Chair for MD BPW this year!

## Melissa Harr

### Secretary



Melissa Harr became aware of BPW for the first time in the summer of 2008 when she saw a picture of her fellow social work colleague, Anita Rozas (longtime BPW member), with other Cumberland BPW members, in the *Times-News*. She went to her first meeting at the local restaurant When Pigs Fly. Melissa was impressed with the great group of women and what they were doing to promote women and to give back to the community.

Well, the restaurant is no longer there, but Cumberland BPW and BPW/MD, through its many changes, are still going strong and growing and Melissa is proud to be a part of it. She served as Cumberland BPW Vice-President from 2010-2011 and is now currently serving as President.

Melissa resides in LaVale, Md., with her two sons, Brady, 10, and Ethan, 7. They keep her extremely busy with sports (currently soccer), AWANA, Cub Scouts, among other activities. Melissa seeks her relief from the daily stresses by going to the gym or walking outdoors. She is looking forward to another season of indoor soccer, beginning in Nov., which she began playing last year. Melissa is also a member of Second Baptist Church in Cumberland.

Melissa has her Master's in Social Work from West Virginia University. She has been serving in the field for 17 years now (12 with the state of Maryland). She has worked with families and children, older adults and is now employed with North Branch Correctional Institution providing treatment services to incarcerated adult men.

Melissa is looking forward to assisting BPW at the state level as Secretary and locally as President. The power within each woman involved with BPW never ceases to amaze her and she is hopeful that during the next year she will see many more strong women join the ranks.

## Marlene Spielman

### Treasurer



Marlene Spielman has been a member of Hagerstown BPW for 12 years and in that time has served as Treasurer and President of her Local. She is currently Treasurer of Hagerstown BPW and Treasurer of BPW/MD for the years 2011-2012. Marlene attended Hagerstown Community College and has been employed in the accounting field for the past 30 years. She is currently accountant for Ted's Rent-It Center,

a rental store for anything from construction equipment to wedding supplies.

Marlene assists her church in its accounting needs. Along with her career, Marlene was married for 42 years and raised a daughter and son. She lost her husband suddenly 13 years ago and her daughter recently to cancer. Her son lives in Lansdale, Pa. She is quite proud of her two granddaughters, grandson and great-grandson. The networking and friendships of BPW have helped Marlene through her trials and triumphs and she is very glad to be on the teams of Hagerstown and Maryland Business and Professional Women.

## NEWS from Montgomery County BPW

**Susan Christen, 92**, who recently rejoined **MC/BPW** after returning from almost five years in Florida, was chosen by random write-in vote as "**Prom Queen 2011**" of Sunrise Montgomery Village, where she is now living.

Queen Susan and her king, Michael Hindman, a retired president and CEO of ICBA Mortgage, were presented at a ball on June 17, and rode in the Montgomery County Fourth of July Parade.

Prior to her move south, Susan was very active in **BPW Maryland** and her Local Organization in scholarships and fundraising activities. Immediately upon rejoining BPW she has jumped right back into the job of fundraiser for the MC/BPW Scholarship and will offer a fantastic piece of jewelry from Liljenquist & Beckstead Jewelers.

In addition to her return to an active membership role in **MC/BPW**, Susan has been campaigning for a fitness center to be built in Sunrise Montgomery Village. She was successful in bringing this much needed activity to fruition, as Sunrise recently announced plans to open a fitness center in the fall of 2011.



# News from Business and Professional Women's Foundation

## BPW Foundation Friends and Supporters:

Business and Professional Women's Foundation and women veterans need your vote! BPW Foundation is very proud to have been selected as one of four charities to be part of Alliant Credit Union Foundation's *Make It Count: Vote to Give Back Campaign*. Based on the number of votes we receive, Alliant will donate between \$7,000 and \$13,000 toward our programs supporting women veterans.

All of the charities are worthy, but we hope you will vote for BPW Foundation, so we can carry on our important work supporting women veterans and military spouses as they seek successful careers and lives. This is a much overlooked, yet deserving, group, and they need all of our help! Voting started at midnight on Thursday, September 1 and ends at 5:00 p.m. CST on Oct. 31, 2011. **You may vote three times.**

In addition to voting for BPW Foundation, we ask you to **share this information with your networks. Please contact at least 20 friends** and ask them to support women veterans by **voting three times** for *BPW Foundation: Joining Forces for Women Veterans*.

Visit the [Alliant Credit Union Foundation website](#) to read about the four charities and **vote** for BPW Foundation: Join-

ing Forces for Women Veterans **three times** on the [Alliant Facebook](#) page for *BPW Foundation: Joining Forces for Women Veterans*. After voting, contact your friends, and urge them to do the same.

BPW Foundation's Joining Forces for Women Veterans Mentorship Program is working to establish a network of 10,000 mentors to help and support women veterans and military spouses by the end of 2012. We are also providing scholarships to women veterans to help them develop the skills and training they need to pursue successful civilian careers. Join us in this effort by voting **three times** for *BPW Foundation: Joining Forces for Women Veterans*.

In summary:

- 1) Visit this link: <https://www.facebook.com/alliantcreditunion>
- 2) Vote for BPW Foundation three times
- 3) Share this link and instructions on your Twitter/Facebook/LinkedIn
- 4) Ask 20 friends to vote for BPW Foundation

*Thank you for your support for women veterans,*

Deborah L. Frett  
CEO  
Business and Professional Women's Foundation

Roslyn Ridgeway  
Chair

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## Past State President Phyllis Trickett Honored for Decades of Service

The Maryland Federation of Business and Professional Women (BPW) and the Garrett County Commission for Women recognized Phyllis Trickett for 60 years of dedicated service. Over the decades, Phyllis contributed her energy, time and talents to these organizations and to the people of the Garrett County community.

A former business owner, Phyllis (pictured third from left in photo) worked tirelessly on behalf of businesswomen through her extensive contributions to mentoring, training, leadership and personal development programs. She personifies the goal of BPW, "Women helping women."

In 1949, Phyllis Trickett, then age 22, joined the Garrett County BPW. She served her Local Organization in all offices except treasurer and then became more involved at the state level, culminating in her election and service as State President in 1966-1967. She attended 26 Maryland BPW Conventions and 20 National Conventions. Her BPW experience and connections served her well in helping to start the Garrett County Commission for Women and The Dove Center.

Joanne Harsh, fellow members of BPW and the Commission for Women in Garrett County, said, "Phyllis helped found



our chapter of the Commission and earned the support of the Garrett County commissioners. Through this group the Women's Hall of Fame was also set up to recognize the accomplishments of women in Garrett County."

Phyllis was a steadfast champion of The Dove Center, Garrett County's resource center for domestic violence and sexual abuse. As a member of the center's board of directors, she

worked tirelessly to ensure that her vision for the center became a reality. "Phyllis envisioned the Dove Center as providing a shelter for victims of violence and abuse. With the center now celebrating its 20<sup>th</sup> anniversary, that dream is becoming a reality," said Donna McClintock Fost, a Garrett County BPW member who has worked closely with Phyllis in BPW and other organizations for many years.

To honor Phyllis Trickett for her many sacrifices and unfaltering efforts to enhance the quality of life for the people of her community, the Garrett County Commission for Women and the BPW are funding a room named after her in the new Garrett County Dove Center.

If you would like to help support this cause and honor Phyllis Trickett, please send your donations to The Dove Center, 12978 Garrett Highway, Oakland, MD 21550. Be sure to mark your check "BPW-Phyllis Trickett Room."



# 2011 ANNUAL CONFERENCE HIGHLIGHTS

BPW/MD's 81<sup>st</sup> Annual Conference was held at the Gaithersburg Holiday Inn on May 20-22, 2011. The success of a conference depends on the attendance and participation of our members at all

levels. A big thank you goes out to everyone who helped to make this year's annual conference such an amazing event!

We tried something new this year with the Friday night SPA event and it was a huge success. Everyone enjoyed themselves even if they didn't take part in the SPA services. A portion of the tickets for this event went to the BPW Foundation of Maryland, and we were able to make a \$640 donation.

A variety of enlightening speakers and presenters helped to reinforce our purpose and Legislative Platform. If you missed them, you truly missed hearing from some terrific women. These speakers were funded mostly by a contribution from the Ludlum Fund of BPWF/MD:

- **Laura Feldman**, Grassroots Manager of the National Committee to Preserve Social Security and Medicare on "What You Always Wanted to Know About Social Security But Were Afraid to Ask"
- **Rita Hummel Crowe** (Cumberland BPW) on "Unlocking your Potential: Steps to Making Your Dreams Come True"
- **Bette J. McLeod** on "Moving Forward with Change: Looking at Life Through the Windshield, Not the Rear-View Mirror"
- **Carolyn A. Cook**, founder and CEO of United for Equality, LLC, on "Why Do We Still Need the Equal Rights Amendment?"
- **Toni Koenigsberg** (Hagerstown BPW) conducting the BPW/MD website launch workshop
- **Marga Fripp**, founder and President of Empowered Women International on "Finding the Voice Within: The Journey of a New American to Empower Women and Transform Their Lives Through the Arts"

A theme of this weekend might have been flexibility. To quote President Patty Alexander, "The bad news was that we came perilously close to the dissolution of the organization. The good – no GREAT – news is that it served as a reaffirmation of the importance and mission of BPW/MD!" With only one announced candidate for office and many questions about what could and could not be done,

there was much lively discussion and many suggestions about what might happen next. In the end, we came out with a slate of officers and suggestions for the future direction of the organization.

Lynn Stimmel, PSP from Frederick BPW, installed the 2011-2012 officers:

- **President** – Patty Alexander, Cumberland BPW (re-elected for 90 days)
- **President Elect** – Kathryn Reall, Garrett County BPW
- **First Vice President** – Toni Koenigsberg, Hagerstown BPW
- **Secretary** – Susan Horst, Montgomery County BPW (re-elected for 90 days)
- **Treasurer** – Marlene Spielman, Hagerstown BPW

President Patty Alexander presented the following awards:

- **Legal and Legislative Awareness** – Montgomery County BPW
- **Programming Excellence** – Towson BPW
- **Public Relations Accomplishments** – Frederick and Hagerstown BPW
- **Embracing and Celebrating Change** – Hagerstown
- **Production Award** – Bob Demmler and Pat Farmer for *The Newscaster*
- **President's Service Award** – Donna Smith

Following the installation and awards, "Hearts Content," a Sweet Adelines quartet, provided the entertainment. Appreciation also goes out to our sponsors listed on page 16. Thanks also to our members who provided items for our silent auction and to those who bid on these items. Dawn Stiles and Alicia Newman did an excellent job of chairing the auction. We made a little over \$800!

Look elsewhere in this issue of *The Newscaster* for photos from the conference courtesy of Alice Houck of Frederick BPW.

*Anne Whitt, 2010-2011 Conference Chair*



*"Hearts Content," a Sweet Adelines quartet, entertained after the Installation Ceremony.*

# 2011 ANNUAL CONFERENCE PHOTOS

Photos by Alice Houck



^ Joyce Draper, Mary Ellen Poole, and Lynn Stimmel with teddy bear sales.



^ Members enjoying a meal.



^ Julie House and Marlene Spielman try out Mary Kay makeup.



Debbly Pafel and Flo Finlayson enjoying Spa Night. >



< Laura Feldman, saving Social Security.



^ Alice Houck getting manicure at Spa Night.



^ Lynn Stimmel experiencing reflexology.



Bonnie Patterino "finger prints" Toni Koenigsberg. >



^ Flowers and Celebrate Change Board book.



▲ Marga Fripp and members of Empowered Women International (EWI).

Newly installed 2011-2012 BPW/MD Officers. ▼



Pat Farmer and Bob Demmler receive award for The Newscaster. >



▲ Susan Horst, Mayor Katz and Anne Whitt



Patty Alexander receiving president's pin at EC dinner. ▲



< PSP, PNP Diane Polangin

Debby Pafel with auction item. >



Donna Smith receiving President's Service Award from Patty Alexander. ▼



## ***BPW/MD Calendar of Events***

### **2011**

|            |                                                         |
|------------|---------------------------------------------------------|
| Sept. 25   | EC Meeting, Marlene Spielman's Home                     |
| Oct. 11    | EC Meeting, Conference Call                             |
| Oct. 16-22 | National Business Women's Week®                         |
| Nov. 4     | EC Meeting, Ramada Plaza<br>Foundation Trustees Meeting |
| Nov. 4-5   | BPW/MD Fall Conference<br>and NBWW® Celebration         |
| Dec. 1     | EC Meeting, Conference Call                             |

### **2012**

|           |                                                                         |
|-----------|-------------------------------------------------------------------------|
| Jan. 29   | Women's Legislative Briefing,<br>Universities at Shady Grove, Rockville |
| May 18-20 | BPW/MD Annual Conference                                                |

## **“THANK YOU to our Sponsors!”**

The Maryland Federation wishes to express its sincere appreciation to the following for their sponsorship of our Annual Conference. Your support is greatly appreciated.

### **CORPORATE SPONSORS**

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Diane Polangin

### **Silver Friends**

Ruby Aridi  
Patricia Farmer  
Edie Greene  
Alice Houck  
Peggy Luber

### **Friends**

Finda Fihelly  
Florence Finlayson  
Marlene Spielman  
Dawn Stiles  
Rosalie Tydings  
Anne Whitt  
Grace Yang

## **BPW/MD Member News...**

### **Address Changes:**

**Toni Koenigsberg,**

P.O. Box 493, Saylorsburg, PA 18353

**Beverly Budd,**

9908 Wiltshire Manor Drive #103, Riverview,  
FL 33578

**Dawn Stiles,**

316 Cadgewith E, Lansing, MI 48906

### **Health Updates:**

● Past State President **Pat Cornish** underwent surgery to insert a balloon and catheter in her breast for a radiation protocol, which delivered radiation internally to the spot where the cancer was removed, to prevent any recurrence. She recently got clearance from the radiologist and doesn't have to return for a year! At the end of September, she will see the breast surgeon and discuss a five-year medication plan. In her words, "I am very fortunate everything was caught early. I'm doing just great."

● Past State President **Diane Polangin:** Good news! After multiple procedures for a racing heart, Diane's doctor has given her the okay to go back to the office part time and to ease into exercise.

## ***THANK YOU!***

### ***...to our Ladies Spa Night Presenters!***

### ***We dined, we relaxed, we enjoyed!***

- Julie House – Mary Kay makeup
- Patti Day – Makeup
- Ashley – Hair Design
- Corey Urbina - Style Matters Fashion Consulting
- Bonnie Gordon Patterino – Finger Print Analysis
- Aesthetics Institute of Cosmetology  
– Mini-manicures
- Relaxing Alternatives – Massage and Reflexology  
Michelle Baxter, Holly Oden, Judy LeGrand,  
Randy Traylor
- Stephanie Tweed and Al Obregon  
– Nutrition and Health