



Our mission is to attract the finest professional saleswomen, for the purpose of enhancing the profession of sales, furthering self-development and building a network of success-minded women, who share our commitment to charitable and educational service to our community.

PRESIDENT'S MESSAGE

Thank you for honoring me with the presidency. I look forward to serving you this year along with Mary-Ann as VP, Linda Lovie as Secretary, Amanda Rea as Treasurer, and Jacque Borden as Capitol City Director. Mary-Ann and the team did a fantastic job the last two years of strengthening the organization financially and growing the membership.

My plan is to continue the financial stability, continue growing the membership and to nurture an atmosphere where we can all continue to learn and grow together. I want all of our members to have everything they need to be the best salesperson at their company while giving what they can to the community.

I look forward to all of you participating on committees and helping us increase our membership. If you haven't already, please connect with me on social media.

Alice

alice@aliceheimanllc

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Quote of the Month

*I can't change the direction of the wind but
I can adjust my sails to always reach my
destination.*

-Jimmy Dean

UPCOMING EVENTS

- Nov. 11:** PSN Reno Networking Luncheon –
11:30 - 1:00 – Peppermill
- Nov. 12:** Coffee Club - Edward Jones, 1179 Fairview
#100, Carson City – 10:15-11
- Nov. 13:** PSN Capitol City Monthly Networking
Luncheon - 11:30 – 1:00 – Reds Old 395 Grill
- Nov. 25:** PSN Board Meeting – Kimmie Candy
Company, 525 Reactor Way, Reno
11:30 – 1:30
- Dec. 1:** No.NV Hopes – World AIDS Day Art Exhibit
5 – 8 – McKinley Arts & Culture Center
- Dec. 10:** Mingle Bells Networking Event
Freight House-Duffy's - 5:30 – 9:00

CHARITABLE ORGANIZATIONS

Each month PSN raises funds from raffle donations for a charitable organization in our community.

PSN CAPITOL CITY CHAPTER-NOVEMBER CHARITY

HOME INSTEAD SENIOR CARE

Home Intead Senior Care's mission is to enhance the lives of aging adults and their families. As the industry leader for in-home, non-medical care, Home Instead's CAREGivers have a special bond with their clients.

Home Instead Senior Care can help with compassionate, senior home care services delivered right in your loved one's home. Whether a few hours a day or long-term care 24 hours a day, a CAREGiver can assist you. All CAREGivers are thoroughly screened, extensively trained, insured and bonded, matched to your preferences, professional and reliable.

Home Instead, Inc. demonstrates commitment to quality home care through our proprietary PEAQ program, -Pursuing Excellence by Advancing Quality. In fact, we commissioned J.D. Power and Associates to routinely survey CAREGivers and clients to ensure consistent delivery of high quality service.

For additional information, contact: Joan M. Adam, Community Service Representative, **Home Instead Senior Care**, Personal Care Services, LLC, 444 W. Washington St., Carson City, NV 89703, Main line:775-283-0333, Direct: 775-301-4997, Cell:775-901-2546 - Joan@homeinsteadcarson.com

PSN RENO CHAPTER-NOVEMBER CHARITY



*Community Members Through Real-World
Education Since 2003.*

As a free, public Charter High School, Rainshadow offers creative paths to higher academic achievement for all who would choose it. We challenge our students to rise above their previous expectations; to join us in this adventure and become all they can be. If you are not happy with the alternatives in education currently offered and have been searching for a challenging academic school that utilizes highly qualified teachers in small, safe classrooms, using 21st century technology to inspire creative learning and promote the arts, a private school model at a public school price, email or call us and enroll now!

121 Vesta Street, Reno, NV 89502 - (775)322-5566 - info@rainshadowcchs.org

HAPPY THANKSGIVING!

PSN Members of the Month



Linda Lovie

L Lovie Wealth Management*

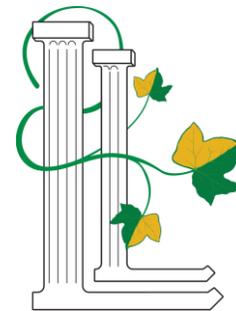
Financial Advisor/Investment Advisor Representative

1575 Delucchi Lane, Suite 115-19

Reno, NV 89502

775-544-4714 cell Fax 866-685-7418

775-737-4310 office



As an Investment Advisor Rep/ financial advisor, I build lifelong relationships as I help individuals, families, and business owners achieve their personal and business financial goals. By completing a thorough and personalized Financial Plan, I can offer strategies that we can put in place together. In addition, we will monitor progress to help you stay on track.

A **financial plan** is a comprehensive strategy designed to help you prepare for a multitude of important financial situations throughout life. Each financial plan is customized to meet the client's specific dreams and goals. Each plan may address any or all of these primary planning aspects:

Financial Position

Provides in-depth analysis of your **cash flow**, budget and net worth.

Investment Planning

Portfolio consulting for specific goals as well as overall investment and asset allocation/diversification strategies. This includes reviewing employer-sponsored assets such as 401(k) plans and **rollovers**, 403(b) plans, stock option programs and **IRAs**.

Tax Planning*

Implementing strategies to help ensure you are not overpaying your income taxes.

Education Funding

Analyzes education-planning goals including K-12 and post-secondary schooling as well as determining the investment vehicle to utilize while saving.

Risk Management

Determines **insurance** need for disability, long-term care, and life income including analysis of employee benefits.

Retirement Planning

Guidance in understanding **retirement issues**, including the development of suitable goals and creation of strategies to achieve those goals.

Accumulation Planning

Establishes funding strategies for specific milestones or goals such as a **home purchase**, **car purchase**, **emergency fund**, or **vacation fund**.

General Estate Planning Strategies

Provides advice about estate tax planning, charitable giving, and wealth transfer as a precursor to consulting your attorney.

I have lived in Nevada since 1973 and have been in the financial industry since 1997. I have raised two children so I know the issues facing families today. I also have my own business so why not use my experience to help you with your goals? Don't put off any longer. Please call today for a complimentary consultation.

*Lovie Wealth Management does not provide tax advice.

PSN Members of the Month

MONICA MARCINKO

After over 15 years with Jenny Craig, I decided to go out on my own as a Certified Wellness Coach and help people that couldn't afford Jenny Craig or wanted more flexibility. I am also currently working with a nonprofit helping those with disabilities learn about nutrition and healthy living. For so many years focusing on what we put in our bodies, I found a wonderful opportunity with Jordan Essentials Bath and Body Products to help my clients live healthier lives from the outside in. I have been learning how important it is for our overall health to use safe and natural products on our skin. Now I am hoping to reach more people through education with Jordan Essentials on living a healthier life. Along with all the things that keep me busy, I have been a Scentsy Consultant for over 4 years!

Call Monica with all your Health and Wellness Needs.

[775-283-8908](tel:775-283-8908) - www.myjestore.com/monicamarcinko

KAME MASTERSON

One of my favorite passions is the outdoors. I grew up on a small onion farm in Ontario, Oregon and have always enjoyed playing tennis, golf, fishing and sailing. Unfortunately, after enjoying the outdoors most of my life, smoking for over 30 years and being in the golf industry for 15 years, my skin was in horrible condition which led me on a search for a skin care line that would help get rid of my smoker lines, wrinkles and discoloration.

After trying many skin care lines and techniques without any luck, I met a girl in my gym that introduced me to the Galvanic Spa System. I had finally found something that helped get rid of my smoker lines and rejuvenate my skin. The best part about this device is that you become a walking billboard with regular use. When my family and friends wanted their own spa system, I decided that there was a definite demand for these anti-aging products and that's when I decided to leave my full-time position at a local law firm.

Our company has made this system better and we just launched the world's first FDA cleared Facial Spa that has its own self adjusting micro-current and is now labeled as a medical device for our face!

I absolutely love what I do and if you are interested in a demonstration on our new Facial Spa, learning how you can look younger, get healthier, lose weight permanently or become financially free, please give me a call at [775-223-4512](tel:775-223-4512) or email at renokame@yahoo.com.

Kame Masterson

Cent'anni!

Phone [775.849.1234](tel:775.849.1234)

Mobile [775.223.4512](tel:775.223.4512)

PSN MEMBER NEWS



Drinkwater Law Offices was honored to be recognized by Nevada Legal Services at its Annual Champions of Justice Luncheon as a Special Recognition Volunteer Awardee on October 21, 2014.

Kerry Eaton, CPA, Esq., PSN's 2014 *Saleswoman of the Year*, is a partner in Drinkwater Law Offices. The firm offers a wide range of legal and business services to its diverse client base. Whether you are an individual with innovate ideas, a medium sized business with growing pains or a large corporation, they welcome the opportunity to assist with your legal needs.

www.drinkwaterlaw.com

KATHY KING MASSAGE



HOLIDAY SPECIAL

For
NOVEMBER and DECEMBER

Buy
5 - 1 HOUR MASSAGES

For
ONLY \$200.00

(Regular price \$350.)

1000 BIBLE WAY #21, RENO NV 89506
(775) 384-3948

Member, Associated Bodywork
and Massage Professionals

SMALL BUSINESS HOLIDAY BANQUET

Jacque Borden of Gold Dust West in Carson City will be hosting a small business Holiday Banquet.

For details, contact Jacque at
(775) 671-3458

Jacque Borden
Sales Manager

Gold Dust West - Carson City

Direct: 775-671-3458

Cell: 775-544-3959

E-Mail: jborden@bhwk.com

REMINDER

ANNUAL MEMBERSHIP DUES FOR 2014-15 ARE NOW DUE
Payments can be made online at www.psn-nevada.com

PSN MEMBER NEWS

Custom Gift Baskets for the Holidays!

Just pick out the Scentsy and Jordan Essential items of your choice and Monica will customize a gift basket for *free*!
Call Monica or visit her website to see all the wonderful items available!

Monica Marcinko

[775-283-8908](tel:775-283-8908)

www.myjestore.com/monicamarcinko

Coffee Club



You're invited to join us at the next meeting of our coffee club.

Discussing current events, the economy and investing, in a relaxed, informal setting, is a great way to get to know one another.

The coffee is on us.

We hope you and a friend will join us. Please call 775-841-6010 by Wednesday November 12, 2014.

Every 2nd Tuesday of the Month. 10:15-11:00

Fairview Office
1179 Fairview Dr. STE 100
Carson City, NV

Hosted by:

Janice McCauley



Janice H McCauley
Financial Advisor

1179 Fairview Dr Suite 100
Carson City, NV 89701
775-841-6010

Edward Jones
MAKING SENSE OF INVESTING

PSN MEMBER NEWS

A **WORLD AIDS DAY** EXHIBIT OF
ART



DECEMBER 1, 2014

MCKINLEY ARTS & CULTURE CENTER • 925 RIVERSIDE DR

5PM - 8PM • \$10 DONATION

LOCAL ARTISTS, LIVE MUSIC, BEER, WINE, AND CHEESE



**ARTISTS LOOKING TO SELL MEDIA
PLEASE CONTACT INFO@NNHOPES.ORG**

PSN MEMBER NEWS

Odyssey & Yve

"From Remnants to Masterpieces"

ANNOUNCES THE OPENING
of its
BOUTIQUE

Inside the Great Western Marketplace
4855 Summit Ridge Drive, Space G-23
(formerly the Super K-mart building in Northwest Reno)

Hand-Crafted Jewelry
Handcrafted Purses & Handbags from Repurposed Materials

Also featuring All Natural Luxury Soaps from *Soaps to Love*

SOFT OPENING FOR FRIENDS & FAMILY

November 21-24, 2014

10 am - 3 pm

GRAND OPENING

NOVEMBER 28-30, 2014

10 am. - 7 pm

*MENTION THAT YOU ARE AFFILIATED WITH PSN
AND RECEIVE A 10% DISCOUNT OFF ANY ITEM.*

PSN SOLUTES THE MEN AND WOMEN WHO HAVE
COURAGEOUSLY SERVED OUR COUNTRY!

Happy Veterans Day!



If you would like to include an article or announcement in the PSN Newsletter, please submit your entries to Newsletter Editor Rita Shurtliff at newsletterpsn@gmail.com by the 20th of the month.

UPCOMING PSN NETWORKING EVENTS

Do your clothes give the confident, persuasive message you want them to when you go to make the sale? If not, why not? Dressing with ease and making sure your appearance is working for you to reach your goals is one of the best ways to have presence, impact and a compelling sales conversation.

Find out more from Kathleen Audet, our Guest Speaker on ...

Tuesday, November 11, 2014 - PSN RENO CHAPTER NETWORKING LUNCHEON

Peppermill Reno, Sorrento Room 3 & 4 -11:30 am-1:00 pm. Networking begins at 11:30.

RSVP by November 7th via www.psn-nevada.com or email psnvicepresident@gmail.com

\$20 for PSN members - \$25 for Guests - \$30 at the door.



Kathleen Audet is president and owner of *Your Authentic Image*. For more than 20 years she has been studying color, design and image management. She began her business on the East Coast, and now lives and works in Reno, Nevada. Kathleen is a member of the Association of Image Consultants International and an advocate for dressing authentically, appropriately and affordably for work and life.

Thursday, November 13, 2014 - PSN CAPITOL CHAPTER NETWORKING LUNCHEON

Reds Old 395 Grill, Carson City - 11:30 a.m. to 1:00 p.m. Networking begins at 11:30.

RSVP by November 11th via www.psn-nevada.com or email psnvicepresident@gmail.com

\$20 for PSN members - \$25 for Guests - \$30 at the door.

Guest Speaker: Joan M. Adam of Home Instead Senior Care

A Special Thank You for Hosting Our Monthly Meetings:

UPCOMING PSN NETWORKING EVENTS

SAVE THE DATE

PSN AND MINGLE BELLS JOIN FORCES

MINGLE BELLS 2014

Date: Wednesday December 10th

Time: 5:30-9:00pm

Location: Freight House- Duffys

Theme: White Winter Wonderland

Charity: Lemonade Group

A group of advertising/marketers on December 10 will hold Mingle Bells 2014, a networking event to raise funds for the nonprofit organization, the Lemonade Group. Food will be served and guests will receive one *free* cocktail.

The Lemonade Group is a brand new nonprofit that aims to help local people in times of trouble. The idea came from a project they did called Reno for Nikos. They organized fundraisers for Niko, owner of Niko's Greek kitchen in west street market, when he found out he had cancer and could not pay his bills. After the success they had raising money for Niko, they wanted to expand and help anyone in need in times of sickness or death in the family.

Pricing:

Students: \$25

Members: \$35 (**PSN Members pay the member price**)

Non-Members: \$40

At the Door: \$45

Tickets can be purchased on the AAF Reno website beginning the second week of November: <http://aafreno.com/>

2014 –2015 PSN BOARD and COMMITTEE CHAIRS

President – Alice Heiman – psnpresident@gmail.com

Vice President - Mary-Ann Andrews Merrett – psnvicepresident@gmail.com

Secretary – Linda Lovie – psnsecretary@gmail.com

Treasurer – Amanda Rea – psntreasurer@gmail.com

CC Director – Jacque Borden – jborden@bhwk.com

CC Asst. Director - T. J. Bajounas

CC Assistant Treasurer – Cynthia Bunt

Newsletter Editor - Rita Shurtliff – newsletterpsn@gmail.com

Membership Chairs - Kathy King and Rose Ann Capriotti

Media Chair – Monica Marcinko

CC Programs Chairs - Janice McCauley and Angela LoGiurato

SWOTY Chair - Lorin A'Costa