

April 2010

Letter from the President



April Mini Trade Show!

April 13th is our Mini Trade Show. This year we have opened it up to guests as well as our own members. This is a great opportunity to make your company known! Please fill out the registration forms and send them back to Blanca so that you can reserve a table. Take advantage of this increase in exposure! And

by all means, invite potential members and guests.

One of the best ways to get someone to come to our meetings is to offer them the chance to further their own business! They will have the opportunity to showcase their company by registering for a table. They will get to talk about their business, not just see ours.

April is also my birthday month!!! It reminds me that we are not just busy professionals, but we are women with personal lives and birthdays to prove it! We try to do a lot of networking and that can sometimes be repetitious and dry. It would be good to get to know everyone on a little more of a personal level.

How about making the Mini Trade Show an opportunity to share a little bit about yourself with the group. Blanca has suggested that we share any ideas we have on surviving in this economy. How about also sharing how you got into the business. Did you have a mentor? What is your personal story that will make us smile or cry? Did you enter this job or profession on a whim, did you struggle, did you fall in by accident? Take your 5 minutes and let us see a personal side and a professional side.

I'm looking forward to seeing you all at the Mini Trade Show and getting to know something new about each of you!

EWI connect.

Sincerely, Jenny

OFFICERS & DIRECTORS

Jenny Boyce, President
Design Elements

Christy Olson, VP / President-Elect
Advanced Computer Solutions

Nina Perry, Secretary
First Private Bank & Trust

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Bonnie Ryder, Sergeant-at-Arms,
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Christy Olson, Publications Director
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Blanca Echeverria, Program Director
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Julie Aldrich & Madeline Irons, Ways
& Means Directors
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Carol Reniger, Director-at-Large
Baskets n' Bows

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April Chapter Meeting

Date: Tuesday, April 13, 2010

Program: Mini Trade Show

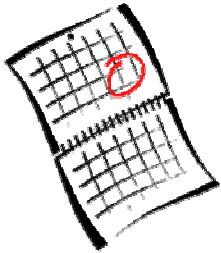
Location: The Odyssey Restaurant

Schedule: 6:00 Networking & Mini Trade Show
7:00 Dinner & Program

Cost: \$35 per person

Reservations: RSVP to Bonnie Ryder at (818) 509-2072 or
bonnie_ryder@hiltonuniversal.com

Members have a standing reservation for the monthly chapter meetings. Unless you RSVP by the date required, you will be billed the standard dinner charge of \$35.



Plan Ahead for the May Meeting

Date: Tuesday, May 11, 2010

Program: TBD

Location: The Smoke House Restaurant, Burbank

Schedule: 6:00 Networking
7:00 Dinner & Program

Cost: \$35 per person

Reservations: RSVP to Bonnie Ryder at (818) 509-2072 or
bonnie_ryder@hiltonuniversal.com

Members have a standing reservation for the monthly chapter meetings. Unless you RSVP by the date required, you will be billed the standard dinner charge of \$35.

Annette Drake Memorial Scholarship Fund

If you wish to donate to the Annette Drake Memorial Scholarship Fund, please send the information and your donation to:

Carol Reniger
Baskets n' Bows
3150 Travis Avenue
Simi Valley, CA 93063

BOARD MEETING RECAP

Report of the March meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 2/28/10: General Account: \$15,691.59; BCDP Account: \$1932.30

Membership Development – Need additional members to post and join!

Program – Working on finalizing programs for 2010.

Ways & Means – We made \$195 from raffle prizes and Windfall at the February meeting. Bring Raffle prizes to the meetings! Madeline Irons and Julie Aldrich will remind firms that volunteered to bring prizes.

Sergeant-At-Arms - There were 12 active members in attendance representing 11 out of 14 member firms, or 78%. Two sustaining members, 2 executives and 2 guests were also in attendance.

WHO DO YOU KNOW?

Do you know someone that would enjoy being a member of EWI? We are always looking to identify new member firms, especially in areas such as:

- Contractors
- Spas & Salons
- Dentists

Contact Nina Perry for more details.

Have A Brush with Greatness

By Andrea Kay, Author, Taken from womenworking.com

When people take on a new job, at first they brim with lots of ideas. Then, so as not to rock the boat, they slowly begin to make compromises by keeping their heads down, holding back their ideas, and not challenging the status quo. Eventually they do only what they have to just to keep their job. And before you know it, they've given up their greatness. Does this sound familiar?

Now you're probably not going to like this, but if you're not doing the best work you're capable of because you're afraid of what might happen or what others will think, that's your choice. No one else can make you do bad work. So start being powerful by becoming aware of your un-great-like behavior and the opportunities you have to turn any given moment into a great moment.

Be prepared to pay the price.

Greatness takes nerve and a little sacrifice. You need to be capable of enduring and thinking under pressure, able to evaluate yourself independent of the world's evaluation of you, and able to take a position different from others, especially when others are out of line. The people at work are going to do what they're going to do. Find a way to do excellent work despite them and accept the cost that may come with that.

Be here now, please.

Can you think of a moment when you were totally absorbed in something? When your attention was right there in front of you and nowhere else? To do great work you have to be there in mind, body, and spirit. When you aren't present in each moment, you miss out on contributing what you have to share, which can help lead you to what you really want. How can you come close to sharing your best insight when you're busy trying to mentally check another thing off your to-do list?

Be a "terminator".

Not completing something is a form of procrastination, which often has to do with perfectionism. You feel you have to do everything perfectly and put off something until you can do it just right. Part of doing good work and feeling personal satisfaction is deciding how much time you're willing to invest in something, then following through and finishing what you wanted in the first place.

Take notice.

One of the biggest obstacles to your doing your greatest work is not even being aware of what you're doing to stop it. If you want to start noticing what you do that might be preventing you from doing great work, you need to stick reminders smack-dab in front of your face. (see sidebar, at right)

Stop acting like a potted plant.

Houseplants just sit there, relying on others to make sure they thrive. Stop conducting your career waiting for someone else to come around to your desk and tell you what problems need to be solved and how to do it. Don't wait to be asked what needs to be done. Excellence is yours to give—not the organization's to take.

*Adapted from **Work's a Bitch and then You Make It Work: 6 Steps to Go from Pissed off to Powerful**, by Andrea Kay. Published by Stewart, Tabori, & Chang, an Imprint of Harry N. Abrams, Inc.*

Why You Talk With Your Hands

By Dr. Carol Kinsey Goman, HR Columnist, Troy Media Corporation, from connectitusa.com

A new study from the University of Chicago found that the more gestures babies used at 14 months (shaking a head "no," raising arms to be picked up, pointing at an object of interest, etc.), the more words they had in their vocabulary at three years old.

Gesture and speech are so tightly connected that we can't do one without the other. Brain imaging has shown that a region called Broca's area, which is important for speech production, is active not only when we're talking, but when we wave our hands. And as we grow into adulthood, gesturing becomes more complex, more nuanced, and more interesting.

Did you know:

* A blind person talking to another blind person will use gestures.

* All of us use gestures when talking on the telephone. * When people are passionate about what they're saying, their gestures become more animated.

* Studies have found that when you communicate through active gesturing, you tend to be evaluated as warm, agreeable, and energetic, while remaining still makes you be seen as logical, cold, and analytic.

* On the other hand, over-gesturing with flailing arms (especially when hands are raised above the shoulders) can make you appear out of control, less believable and less powerful.

* Some gestures have an agreed-upon meaning to a group and are consciously used instead of words. (The "thumbs up" gesture in North America is one example). These gestures vary by culture -- and what is acceptable in one culture can be rude or insulting in another.

* Many deception cues are subconscious gestures -- like the hand to mouth or nose gestures typically used when lying. (And, by the way, those same gestures are often displayed when listening to someone you don't believe.)

* Pacifying gestures are used to help us deal with stress: Any self-touching can be calming. You may rub your legs, pull at your collar, play with your hair, rub your neck, or even cross your arms in a kind of "self-hug."

* Open palm gestures indicate candor, while hidden hands (or hands in pockets) signal that the person has something to hide or doesn't want to participate in a conversation. Low confidence is often shown by wringing hands and interlacing fingers. High confidence can be displayed by a steep ling gesture (palms separated and fingers touching). You'll see this used most often by politicians, executives and professors.

So, remember, it's okay to talk with your hands -- as long as you know what they're saying!

She Said It...

"It is only through disruptions and confusion that we grow, jarred out of ourselves by the collision of someone else's private world with our own."

- Joyce Carol Oates

CALENDAR OF EVENTS

April 13, 2010

SFV Chapter Meeting
Mini Firm Night
The Odyssey
6:00 pm

April 8, 2010

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

May 11, 2010

SFV Board Meeting
5:00 pm (Before May meeting)

May 11, 2010

SFV Chapter Meeting
Porter Valley Country Club
6:00 pm

May 13, 2010

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

September 23-25, 2010

Leadership Conference &
Annual Meeting
Kansas City, Missouri
Info at executivewomen.org

How To Get and Stay Motivated

By Dini Cohen, taken from connectitusa.com

We can take all the courses in the world and read every book on health but unless we are emotionally and physically ready to implement changes, we'll constantly be hitting a brick wall. After all, most of us are of the mindset if it is not broke, why fix it.

A change requires work. It takes thirty days to break a habit, so before you throw in the towel, realize that is normal to fall back a couple of steps before you move forward. Here are seven tips on how to get you started:

Do what you love to do - whether it is climbing Mount Everest or dancing alone in your living room, you will be more inspired to stick with a fitness program if it resonates with you.

Remove the word diet - and replace it with 'lifestyle'. Focus on health and weight loss will follow.

Have a buddy system - if you can't get motivated to do it alone, find a friend who shares the same interests or join a gym, walking group or running group with like-minded people.

Forget the guilt - we are all human. Realize that it is okay to make mistakes and fall off track. The worst thing that you can do is beat yourself up. It is very self-destructive.

Track your success - whether your goal is to get in shape or to run a marathon, track your progress and you will more likely stay on target. There are some great free programs out there like traineo.com that lets you track your success. It also allows you to email your buddies to help keep you motivated.

Hire an expert - we hire consultants, personal trainers and psychologists but rarely do we hire a nutritional coach. A nutritional coach will help demystify common food myths and help keep you motivated and inspired to adopt a healthy lifestyle.

Believe in yourself - after all if you don't, no one else will. Practice seeing yourself change and realize that slow and steady always wins the race.

If you want to get motivated, set yourself some SMART goals (specific, measurable, achievable, realistic and timely). Once you achieve a smaller goal, the larger goals don't seem so out of reach. Never give up and remember the sky's the limit.

Volunteer All Year Round

April

Plant something green in honor of Earth Day on the 22nd.

May

Leave non-perishable goods at your mailboxes on the 9th, and your letter carrier will deliver them to a local food bank. For details visit: www.nalc.org/commun/foodrive.

June

Honor World Refugee Day on the 20th by donating much needed materials. To get started visit: www.unhcr.org.

July

Recognize National Make a Difference to Children Month by brightening a child's day. Send a personalized card or gift to ill children at www.makeachildsmile.org.

August

Organize a visit to a senior citizen home with games and cookies to recognize National Senior Citizens Day on the 21st.

September

Organize a One Day One Goal soccer match in honor of International Peace Day on the 21st. Sign up at www.peaceoneday.org.

October

Go meat free on October 1st for World Vegetarian Day. If you're considering a vegan lifestyle get the facts at www.goveg.org.

November

The 15th is America Recycles Day. Check out the Conversionator tool at www.americarecyclesday.org for eye opening stats about reducing waste.

December

Wear a red ribbon on the 1st to raise awareness for World Aids Day; then download the informative fact sheets at www.hhs.gov/aidsawarenessdays/.

SAN FERNANDO VALLEY CHAPTER MEMBER FIRMS

Advanced Computer Solutions
Allen Stith Video Production
Baskets n' Bows Inc.
Design Elements
Ernst & Young LLP
First Private Bank & Trust
Fusco & Clarke
Hilton Los Angeles/Universal City
Lee Wayne Corporation
Mid Valley Properties
Northridge Hospital Medical Center
NumberCrunchers
Reniger Financial & Insurance Services
Schrillo Company
Willett Travel

SUSTAINING MEMBERS

Patricia Fulton
Shirley Stark

Birthdays & Anniversaries

Happy Birthday!

Jenny Boyce	4/7
Christy Olson	4/7
Ed Schrillo	4/10

Happy Anniversary!

Northridge Hospital	2005
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She Said It...

"If we don't change, we don't grow.
 If we don't grow, we are not really living.
 Growth demands a temporary surrender
 of security."

Membership Postings

When the posting of a prospective new member firm has been made in the Chapter publication or notification sent by a special mailing and no written objections are received from an Executive of a member firm within 10 days of posting, the firm may be contacted to join our Chapter. If an objection is received, a reason must accompany the objection so the Board of Directors can investigate. The Board of Directors has the authority to rule on the validity of any objections and accept or decline them.

Western Bagel Baking Corp.

7814 Sepulveda Boulevard, Van Nuys, CA 91405
 Mr. Steve Ustin, President/CEO
 Food Industry/Bakery-Retail

Equis Financial Staffing

23586 Calabazas Road, #204, Woodland Hills, CA 91367
 Ms. Carrie Nebens, President
 Employment Services/Employment Staffing Svc

Volusion

4100 Guardian Street, #120, Simi Valley, CA 93063
 Mr. Kevin Sproles, CEO
 Data Processing/Software Mfg/Distributor

Earth Island

P O Box 9400, Canoga Park, CA 93063
 Mr. Robert Goldberg, CEO
 Food Products/Manufacturing

Bellissimo Salon & Day Spa

489 E. High Street, Moorpark, CA 93021
 Hairdressing & Allied Svc/Beauty Salon

Exclusive Sedan Service Worldwide

12580 Saticoy St., North Hollywood, Ca 91605
 Daniel Stein, VP Global Sales
 Transportation-Land/Limousine Service

We're on Facebook and LinkedIn!



On Facebook, find us under the group name **EWI of San Fernando Valley**.



Our LinkedIn group name is **EWI of San Fernando Valley**.

The Los Angeles and San Fernando Valley Chapters of EXECUTIVE WOMEN INTERNATIONAL

Cordially invites you to

“A DAY AT THE RACES”



1050 South Prairie Avenue, Inglewood
ENTER: Gate 3 off Prairie Ave. & Hardy

KENTUCKY DERBY DAY - Saturday, May 1, 2010

Gates open at 8am - First live race is at 12 noon

The Gold Cup Chef's Table Buffet begins at 11:30am

Price \$75 per person

(Reduced prices for Children, Ages 5-17)

Any age is welcome... 18 and over to bet!

Includes: Admission, Valet Parking, the "Gold Cup Chef's Table" buffet, Tax, Gratuity, Free Program, Named Race and Professional Handicapping Assistance

Ladies, wear your "Kentucky Derby" HAT - prize for the BEST HAT!

Co-Chairs

L.A. Chapter - Chris Wright Roper 310/899-0800 croper@aletheiaresearch.com

SFV Chapter - Madeline Irons 818/347-0150 madmaxirons@gmail.com

Please reserve: ADULT tickets @ \$75 CHILD tickets @
(Child Prices: Ages 5-10 @ \$15 ** Ages 11-13 @ \$25 ** Ages 14-17 @ \$45)

Name(s)

Address

Phone

We wish to be seated with

Invitation sent by LA Chapter or SFV chapter

*** Reservation deadline April 26 ***

MAIL RESERVATION FORM & CHECK (PAYABLE TO EWD TO:

Executive Women International

c/o Chris Wright Roper

P O Box 609

Topanga CA 90290

Blanca Echeverria, CTC
Director of Group Operations

WILLETT TRAVEL
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Member of Boston Private Wealth Management Group

Have your ad or business card run in our monthly **CHAPTER PULSE**.

The annual fee is as follows:

Business Card Size \$30/year*
Half Page Ad \$50/year*
Full Page Ad \$60/year*

New member firms get the first two months free (\$25)!!

The **CHAPTER PULSE** is published monthly by the Publication Committee. The deadline for all submissions to be printed in the newsletter is the 25th of the month.

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* Charges will be prorated on a quarterly basis