

February 2010

Letter from the President



Wow. We are already into the new year. **Valentine's Day** is around the corner. It's time to show our loved ones just how much they mean to us. Time to let friends and business connections know they are appreciated.

Cards are nice. Flowers are touching. They show we have gone that extra bit out of the way to **connect**. For our customers and business associates it is good to make a professional, yet memorable gesture.

Many of the vendors we use come by with a box of candy or a bag of cookies. Just a little something with their card attached. Julie Aldrich's business is perfect for that great give away. She can help you find the right item that will make clients remember your business as they use it. You will **connect** with them each time they pick it up.

Baskets 'n Bows will also get you a great **connect**. Carol can put together a basket that is customized to your business and/or client. Christy can help you set up a web page to reach your clients and promote your business. We have great resources in our group that can increase your bottom line.

So remember to reach out to loved ones and clients alike and make the most out of this **Valentine's Day**.

EWI connect.

Sincerely, Jenny

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Christy Olson, VP / President-Elect
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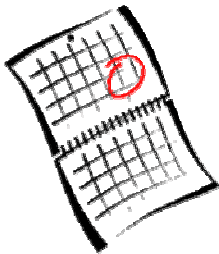
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February Chapter Meeting

- Date: Tuesday, February 9, 2010
- Program: "Sleep Disorders"
Dr. Reza Nahed, MD
Medical Director, Sleep Center at Northridge Hospital
- Location: Northridge Hospital Medical Center
- 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.



Plan Ahead for the March Meeting

- Date: Tuesday, March 9, 2010
- Program: New Member Orientation & Reception
- Location: TBD
TBD
- 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.

Tributes

If you wish to send a tribute ***In Honor of*** or ***In Memory of*** someone special, 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 November meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 12/31/09: General Account: \$14,379.30; BCDP Account: \$62.30.

Membership Development – Need additional members to post and join!

Program – Working on finalizing programs for 2010.

Ways & Means – We made \$130 from raffle prizes and Windfall at the January 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 10 active members in attendance representing 9 out of 16 member firms, or 75%. One sustaining member and 1 executive 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
- Attorneys
- Dentists

Contact Nina Perry for more details.

Are you a Supergirl?

By Liz Funk, Author, Taken from womenworking.com

In today's society, women of all ages tend to be overachievers. But there's a difference between a healthy amount of drive and a need to have it all no matter the cost to your health and sanity. Does this sound like you? The Supergirl attitude is a hard habit to break and one that can threaten your true happiness, so we interviewed Liz Funk, reformed Supergirl and author of *Supergirls Speak Out: Inside the Secret Crisis of Overachieving Girls* for some expert advice. These tips will free you from this growing crisis that's affecting more and more young women.

Achieve without overachieving.

A Supergirl feels the need to be in charge of everything according to Funk. "If she's going to be on student council, she has to be president. If she's going to be on a committee at work, she needs to be the chairperson. It's important to learn how to stand down from a new opportunity when you know you realistically don't have time for it," she explains. If you're conflicted, stop and think about *why* you want to take on a task—is it going to lead you towards a specific goal? Then great! Will it just give you a feeling of accomplishment and another bullet on your resume? Then pass!

Keep small tasks small.

Many Supergirls complain about being overworked. But oftentimes it's not because their bosses or professors are giving them too much—it's because they take small tasks and turn them into really big productions. "They're making a lot of work out of smaller projects, because being busy is a huge part of their identity and they may feel guilty when they're idle," says Funk. Whenever possible break things into small, manageable tasks and avoid making a lot of unnecessary work for yourself.

Use technology sparingly.

"It's really dangerous how much we use our cell phones," Funk explains. "Women are really never alone with their thoughts, so they never have a chance to listen to their internal monologue." Without some personal reflection time, Supergirls can have a hard time staying true to themselves and making decisions based on what will make them happy. Put away the technology at least once a day and listen to your inner thoughts. It will help you get in touch with your needs and desires, as well as find the right solutions when you're confronted with pressures in your life.

Stop waiting for your 'moment.'

Supergirls always think in terms of, 'I'll be happy when I'm rich,' or 'I'll be perfect when I'm skinny.' The problem with thinking this way is that it becomes a never ending cycle—there will always be something you're after. Life is too short to let it pass you by in this way. Set realistic goals, and Funk suggests you 'look for the joy and achievement in everyday situations instead of waiting for life to begin once you get into an Ivy League school, get the hottest boyfriend, or get a promotion.'

Let go of perfection.

Regrettably, Supergirls measure themselves against other women. But Funk strongly urges you to realize that "oftentimes this image of perfection is really just a façade. If more young women were conscious of that, they wouldn't hold themselves to such standards," she believes. Yes, a woman might look perfect at 8am, but the reality is she probably woke up at 5:30am to look that way and is putting a ton of pressure on herself. Deconstruct the 'perfect girl' image you compare yourself with and set your own attainable standards.

Talk to someone.

Although some parents put pressure on their daughters to succeed, Funk found through her research that ninety percent of Supergirls put it on themselves. Your parents would be eager to help if they knew you were struggling to handle the stress. Supergirl tendencies can sometimes mask more serious issues—you may be distracting yourself from nagging inner thoughts or looking for a way to validate your identity. There's nothing wrong with seeking professional advice from a therapist or counselor. And confronting it now is important—or your intense drive for perfection will continue to burden you as an adult.

Stay Heart Healthy

By Nancy L. Snyderman, M.D., Chief Medical Editor, NBC News, taken from womenworking.com

TRUTH: Donating blood may lower your risk of heart disease.

The life you save may be your own. Preliminary studies suggest you can lower your risk of heart disease by regularly giving blood, which helps mitigate the amount of iron in your blood and body. We take in too much iron, mostly from eating red meat. Excess iron is thought to aid in the creation of free radicals in the body, speeding the aging process and raising the risk of heart disease, cancer, and Alzheimer's disease. Until menopause, women are naturally protected from iron overload, but after that the danger of overdose climbs.

TRUTH: Unfiltered coffee can raise your LDL, the "bad" cholesterol.

It turns out that filtering coffee with paper filters removes a natural compound called cafestol that can increase levels of artery-clogging LDL cholesterol in your blood. So sacrifice a little richness and save the strong unfiltered coffee like espresso, cappuccino, Turkish coffee, and the coffee brewed from those French press coffeemakers for an occasional treat.

TRUTH: Eating eggs will not raise your cholesterol.

Eggs are a great source of protein, and the white part is healthier and leaner than the yolk where most of the cholesterol is concentrated. One egg contains about 213 milligrams of dietary cholesterol. According to the American Heart Association, the daily recommended cholesterol limit is less than 300 milligrams for people with normal LDL cholesterol levels. So you can enjoy eggs several times a week, if you limit cholesterol from other sources—and skip the frying.

TRUTH: Thin people die of heart attacks every day.

Just because your weight is normal doesn't mean you are out of the woods. Knowing the health of your blood and your heart is just as important as knowing your weight. Some people are born with a genetic predisposition to high cholesterol. They may look like the picture of health from the outside, but inside they can have dangerous plaque blocking the coronary arteries that surround the heart. Know your total cholesterol, the breakdown of the "good" and "bad" components of cholesterol, and your triglycerides.

TRUTH: It's better to be fit than thin.

The Women's Ischemia Syndrome Evaluation, a large study of women with heart problems, found that active women, no matter how thin or fat, were much less likely to have a heart attack or other cardiac problems than women who didn't exercise. Being skinny is not the same thing as being fit. But don't mistake the message: this is not a license to pack on pounds. The bottom line is to move, stay in shape, and think like an athlete.

TRUTH: Body build can indicate an increased risk of heart disease.

Think apple and pear. Knowing which fruit best describes your body may help you understand your predilection for heart disease. If you tend to put on weight in the upper body or in the stomach or mid-section, you are an apple. The fat you see on the outside is also on the inside. This is toxic fat that is linked to diabetes and heart disease. If you carry most of your weight on your hips, you're probably pear-shaped. This fat can be just as tough to take off, but there isn't as strong a link to cardiovascular disease.

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

February 9, 2010

SFV Chapter Meeting
Annual Holiday Boutique
6:00 pm

February 11, 2010

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

February 9, 2010

SFV Board Meeting
5:00 pm (Before Feb. meeting)

March 9, 2010

SFV Chapter Meeting
TBD
6:00 pm

March 11, 2010

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

March 16, 2010

SFV Board Meeting
6:00 pm

September 2010

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

Are You Easy to Work With?

By Liz Guthridge, HR Columnist, Troy Media, taken from connectitnews.com

1. Be available. Make sure you answer phone calls, e-mails, texts and other communication within a reasonable timeframe, generally within two to three hours max if you're working on a project or within 24 hours if you're building a relationship with someone outside your organization. Also, if you're not going to be around for a few hours or days due to another commitment, mention this in advance.

2. Use terms and language that resonate with your customers. If your customers commissioned the work, they'll appreciate it (and you) more if the work you're delivering and the communication that supports it make sense to them. If you didn't agree with their request, address this with them before you deliver the goods. Don't surprise them. Or, just as bad, don't argue with them as I've witnessed some people do. As for language, mirror your customers' vocabulary. For example, if a customer is in love with presentation decks, call them decks, not slide shows.

3. Talk in headlines. Before you open your mouth, decide what your key point is, as well as three pieces of supporting evidence. Your headline may not be as pithy or punchy as the famous New York Post headline, "Headless Body in Topless Bar" but it should cut through the clutter. Then if the people you're working with want the whole download or story, they can ask for it.

4. Say "yes and" rather than "yes, but" or "no, but." This technique is from improv theatre. The "yes and" phrase helps you keep the momentum going and move scenes forward rather than shutting down the action and people's interest.

5. Be prepared to answer questions, especially scenarios. Consider what you would do if you were in the shoes of your boss or colleague. Then if they ask you, "What would you do?" you could give them some helpful advice. Believe me, this approach is much more productive than responding, "Well, if I were you, I wouldn't have got myself in this situation." (You also should come to your customers with a solution, not just a problem.)

6. Avoid saying "You're going to love this work I've done for you." Remember, your customer decides whether your work has value. You're not doing yourself any favors by telling them in advance that you know best.

7. When a snafu happens, resist any temptation to say "You made a mistake." Even if the individual goofed and knows it, you're making a bad situation worse. And if you accuse a colleague of making a mistake when you're the one who screwed up you really are acting like a jerk.

Where are the lovable fools when you need them? Or better yet, the easy-to-work with colleagues? Remember, easy-does-it works for all of us!

Are You a Supergirl?

Some overachievers aren't aware or they're in denial of how much pressure they are under. Take this quick quiz to see where you stand.

1. Do you berate yourself for weeks if you get a B on your report card?
2. Do you wake up extra early to make sure your hair, makeup, clothes, and accessories look perfect?
3. Do you skip meals often, try the latest crash diets, or have certain rules when it comes to eating?
4. When you work on a group project, do you have to be in charge so you can make sure every detail is perfect?
5. Do you feel like other girls have achieved much more than you at this point in your life?
6. Do you feel incomplete because you don't have (fill in the blank—a boyfriend, your best friend's figure, a leadership role?)
7. Do you ever push yourself to the point of exhaustion but keep going anyway?

If you answered yes to most of these you may be a Supergirl. Share the results with a trusted friend or relative and talk about ways you can conquer some of these habits.

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
Hilton Los Angeles/Universal City
Lee Wayne Corporation
Mid Valley Properties
Northridge Hospital Medical Center
NumberCrunchers
Reniger Financial & Insurance Services
Schrillo Company
Telling Insurance Agency
Topaz Lighting
Willett Travel

SUSTAINING MEMBERS

Patricia Fulton
Shirley Stark

She Said It...

"You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, "I lived through this horror. I can take the next thing that comes along." You must do the thing you think you cannot do."

- Eleanor Roosevelt

" Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification but through fidelity to a worthy purpose."

- Helen Keller

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.

LAR Consultants

531-A Hollywood Way, Burbank, CA 91505
 Lori Robinson, Consultant
 Business Service-Management / Consulting-Variou

Aaron Thomas & Associates

9260 Owensmouth, Chatsworth, Ca 91311
 Printing-Services & Supplies / Printing & Design

Events 2001, Inc.

480 Riverside Dr, Burbank CA 91506
 Mina Behboudi, Alison Court
 Business Service – General / Events Planning

Enchanted Carriages

530 Los Angeles Ave. Suite 511, Moorpark, CA 93021
 Transportation – General / Specialized Transportation

Flowers by Dan - Dan Codron

10443 Magnolia Blvd, No. Hollywood, CA 91601
 Horticulture / Florist

Karina Ward, Harpist

2710 Piedmont Ave #16, Montrose, CA 91020
 Fine Arts / Music

Jaqki's Cake Creations

12032 Burbank Blvd, No Hollywood, CA 91607
 Food Production Industry / Bakery

Agate Limo Company

2421 North Keystone Street, Burbank, CA 91504
 Rental Service / Limousine

Cathryn Farnsworth Photography

Studio City, CA
 Photography / Photographer

Membership Postings (Cont'd)

Jacobson – Sadowsky Insurance Services

28428 Nicholas Circle, Saugus, CA 91350

Tammy Jacobson

Insurance / Property & Casualty

De Cielo Salon & Spa

921 W. Magnolia, Burbank

Valerie St. George

Hair & Beauty / Beauty Salon

Pet Lovers Gallery

1262 Landsburn Circle, Westlake Village, CA 91361

Faith O'Heron

Animal Services / Pet Animal Raising

January Opportunity Drawing Results

<u>Item</u>	<u>Donated By</u>	<u>Won By</u>
Almond Pecan Corn Canister	Schrillo Company	Nina Perry, First Bank
T.O. Civic Theater Tickets	Schrillo Company	Nina Perry, First Bank
Picture Frame	Wallach (past member)	Ann Simic, Allen Stith Freelance Video
Spice Rack	Lee Wayne Corp.	Carol Reniger, Baskets n' Bows
Green Handbag	Advanced Computer	Elvia Fernandez, Universal Hilton
Disney "Dopey" character	Allen Stith, Freelance Video	Jenny Boyce, Design Elements
Holiday Candle Bowl	Madeline Irons	Carol Reniger, Baskets n' Bows
Windfall Drawing		
\$10	Carol Reniger	
\$10	Jenny Boyce	

Thank you to all who donated and those who bought tickets!

Blanca Echeverria, CTC
Director of Group Operations

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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