

Blanca Echeverria, CTC
Director of Group Operations

WILLETT TRAVEL
Established 1943

11365 Ventura Blvd., Suite 100,
Studio City, CA 91604-2619
818-762--0676 x 236 * 818-763-7806 fax
www.WillettTravel.com

Chapter Development Training – Mon. Feb.14, 1pm EST
“How to Compete with a Non-Compete!”

Professional Development Webinar – Wed. Feb.16, 3pm EST
“New Rules for the Contact Sport of Business!”

These training events are for Presidents, Vice Presidents and Membership Directors, but all Chapter members are welcome to participate.

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

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

Madeline Irons
Northridge Hospital Medical Center
24057 Mariano St.
Woodland Hills, CA 91367
Phone: (818) 347-0150
E-mail: pulse@ewisfv.org

* Charges will be prorated on a quarterly basis

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
Reniger Financial & Insurance Services
Schrillo Company
Willett Travel

SUSTAINING MEMBERS

Patricia Fulton
Shirley Stark

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.

MyiAssistant Social media training and maintenance
www.MyiAssistant.net Lorie Briones
 Classification: Communication Services/Media Administration

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.

She Said It...

"Success can make you go one of two ways. It can make you a prima donna – or it can smooth the edges, take away the insecurities and let the nice things come out."

- Barbara Walters

"None who have always been free can understand the terrible fascinating power of the hope of freedom to those who are not free."

- Pearl S. Buck

Save the Date!!

Saturday, May 7

Kentucky Derby Day at Hollywood Park.

EWI SFV and LA chapters

A festive day filled with good food, good cheer and a few good bets on the ponies!!

Where is this?

You could be here May 7, 2011



Nina Perry, Tom & Nancy Walsh, Madeline Irons, Randy Eder, Julie Aldrich and Dan Perry, all bets are on!



Picture taking near Winners' Circle



Clubhouse where?!!!

Generational Networking

Adapted from 'The M-factor' by Lynne C. Lancaster and David Stillman, HarperCollins.

Social media networks are allowing us to reach across geographical borders and engage with people we can't meet face-to-face. They are bridging generational and age differences, departments and levels within organizations, and even ethnic divides. No one can tell your age, the color of your skin, or your country of origin online, unless you choose to share it. This leveling can increase the quality of conversation by removing barriers. Instead of feeling less intimate, social networking allows Millennials (born between 1982 and 2000) to achieve more intimacy with others. Boomers (born between 1946 and 1964) may be scratching their heads because the younger generation doesn't talk face-to-face, but in the eyes of Millennials, when they get hourly updates on those they care about, they feel closer than ever.

Millennials lead the way in using social networking to reshape the way business is conducted. Boomers have gained a wealth of experience through years of networking face-to-face. *Given these differences in communicating, is it possible for Boomers and Millennials to mentor each other with what they know best, rather than be critical of what seems foreign to them?*

Here are some tips to help lessen the gap between these two groups:

Boomers:

Think before you judge. If you see your young co-workers buried up to their eyeballs in social media, don't assume they are squandering their time on something trivial. They might be getting work done.

Don't assume it is all fun and games. Social networking started out as places to socialize, but almost immediately it became much more. Those who are adept at using it are finding ingenious ways to get work done. While a Boomer might not immediately think of using the company intranet to ask for help on a report, it doesn't mean that it isn't a valid way to work.

Fess up to what's really bothering you. It's not uncommon to hear from Boomers that they feel stranded in the slow lane. Are you being left out of critical conversations because others have adopted new ways of communicating? Too often we let our own discomfort turn into resentment. These issues can be addressed, but only if you fess up.

Millennials:

Share what you know. Why not share your favorite resource with your Boomer counterparts? It gives them a glimpse into your world, and offers them

the gift of a new tool. Every generation will soon have their favorite ways to engage in social networking, if they don't have them already.

Don't let the 'real' water cooler dry up. Even if most of your connections happen via social networks, don't blow off the old fashioned networks entirely. The Boomers want to get to know you, and they will expect to do it their way - at least some of the time. Make an effort to sign up for the community softball team or spend your lunch in the cafeteria socializing face-to-face.

CALENDAR OF EVENTS

February 8, 2011

SFV Chapter Meeting
Firm Night
Northridge Hospital Med
Ctr. Penthouse Auditorium
6:00 pm

February 8, 2011

SFV Board Meeting
5:00 pm
Northridge Hosp.

February 10, 2011

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

March 8, 2011

SFV Chapter Meeting
Firm Night
Alexi's Greek Restaurant
6:00 pm

March 10, 2011

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

September 2011

Leadership Conference &
Annual Meeting
Minneapolis, Minnesota
Info at ewiconnect.com

Law of the Garbage Truck

One day I hopped in a taxi and we took off for the airport. We were driving in the right lane when suddenly a black car jumped out of a parking space right in front of us. My taxi driver slammed on his brakes, skidded, and missed the other car by just inches! The driver of the other car whipped his head around and started yelling at us. My taxi driver just smiled and waved at the guy. And I mean, he was really friendly. So I asked, 'Why did you just do that? This guy almost ruined your car and sent us to the hospital!' This is when my taxi driver taught me what I now call, '**The Law of the Garbage Truck.**'

He explained that many people are like garbage trucks. They run around full of garbage, full of frustration, full of anger, and full of disappointment. As their garbage piles up, they need a place to dump it and sometimes they'll dump it on you. Don't take it personally. Just smile, wave, wish them well, and move on. Don't take their garbage and spread it to other people at work, at home, or on the streets. The bottom line is that successful people do not let garbage trucks take over their day.

Life's too short to wake up in the morning with regrets,

so ... **Love the people who treat you right.**

Pray for the ones who don't.

*Life is ten percent what you **make it** and ninety percent how you **take it!***

Have a garbage-free day!

Birthdays & Anniversaries

Happy Birthday!

Mary Fischer

Feb. 20

Happy Anniversary!

First Private Bank & Trust

Feb. 2006

Madeline Irons

Feb. 2001

February Chapter Meeting

Date: Tuesday, February 8, 2011

Program: **"Inside the Pediatric Trauma Unit"**

Guest Speaker: Kathi Alfe, RN, Director of Pediatric Trauma Center, and Melanie Crowley, RN, Director of Trauma Center

Special Guest: Mardee Jessop, whose daughter was a patient

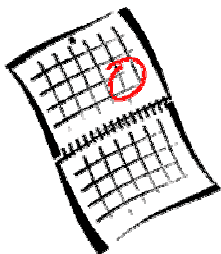
Location: Northridge Hospital Medical Center
18300 Roscoe Blvd., Northridge 91328
Penthouse Auditorium, 5th flr. IFL Tower

Schedule: 6:00 Networking
7:00 Dinner & Business Meeting

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 8, 2011

Program: Marketing Yourself

Location: Alexi's Greek Restaurant
Northridge

Schedule: 6:00 Networking
7:00 Dinner & Business Meeting

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 December meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 12/31/11; General Account: \$19,613.61; BCDP Account: \$2,532.30.

Membership Development – See new postings!

Program – Working on finalizing programs for 2011.

Ways & Means–.\$398. from Holiday Silent Auction

Sergeant-At-Arms - There were 10 active members in attendance representing 9 out of 14 member firms, or 71%. 1 sustaining member and 3 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
- Small Businesses

Contact Nina Perry for more details.

President's Message



Why are you a member of EWI?

There are organizations out there that are strict leads groups. Other organizations are designed to help you promote your business. Some groups help you with your public speaking. You can also find groups that do charitable work in the community. EWI is very unique - we are all of those things rolled into one...and much more!

EWI focuses on three facets: connections, careers and community. Your EWI membership offers you endless opportunities to get involved at personal, chapter, local community and national levels. You can get involved with our Reading Rally or you can volunteer on a committee or for a board position. You can help our chapter raise funds for our ASIST scholarship program, or you can promote your business at a chapter meeting. At the corporate level, you can apply for an education grant or you can participate in a professional development webinar. I encourage each of you to look at EWI's corporate website (ewiconnect.com) and learn about a program/service that is new to you. EWI seems to be our best-kept secret. Let's let people in on our little secret! I challenge you to tell people about EWI. Tell your friends, your colleague and your co-workers. Tell your hairdresser, tell your dentist, tell your general contractors.

Over the next few months, our board will make a big push to recruit new members. We will also launch a nationwide membership recruitment incentive program. However, membership recruitment begins with us. What can you do to help your chapter? Can you bring a guest to our meetings? Can you help our Membership Director make phone calls? Can you give the name of a local business to our Membership Director so the board can follow-up? Even if you don't have extra time, there are still several ways you can help your chapter. Please talk to me or Nina Perry if you are able to help in any way.

Our next meeting will be on February 8 at Northridge Hospital Medical Center. We'll explore the pediatric trauma unit at the hospital; hear from the directors and a family that was served by the unit. I urge every member to bring at least one guest to our February meeting.

We'll have our annual Day at the Races at Hollywood Park on May 7. We're also planning some fun events so stay tuned! It's a good time to be a member of EWI!

Christy

OFFICERS & DIRECTORS

Christy Olson, President
Advanced Computer Solutions

Bonnie Ryder, VP / President-Elect
Hilton Universal City

Carol Reniger, Secretary
Baskets n' Bows

Karen Angel, Treasurer
Ernst & Young LLP

Bonnie Ryder, Sergeant-at-Arms,
Hilton LA/Universal City

Nina Perry, Membership Director
Reniger Financial & Insurance Svcs.

Madeline Irons, Publications Director
Northridge Hospital Medical Center

Jenny Boyce, Program Director
& Past President
Design Elements

Blanca Echeverria, Ways & Means
Director
Willett Travel

IN THIS ISSUE

Next Meeting Information	2
Board Meeting Recap	2
Law of the Garbage Truck	3
Generational Networking	4
Calendar of Events	4
Where is This?	5
SFV Chapter Member Firms	6
Membership Postings	6
Special Info	7