

### President's Message



Happy New Year everyone! 2011 is upon us and our Chapter has so many new and exciting events planned. I look forward to the year ahead and all that we will accomplish together. It's certainly a good time to be a member of EWICONNECT!

We will kick off 2011 with our January meeting on the 11<sup>th</sup> at Porter Valley Country Club. Our guest speaker will be Lorie Briones of

myiAssistant.com. Lorie will be speaking about social media and social networking and how to use them in your business. This will be a great meeting so be sure to bring your colleagues, co-workers and friends.

Our first Happy Hour will be at 5:30pm on Tuesday, January 18 at El Presidente Restaurant at Sepulveda and Rinaldi in Mission Hills. This is a wonderful opportunity for current and prospective EWICONNECT members to network in a relaxed atmosphere. So come on out and join us for a drink on the 18<sup>th</sup>! Everyone is welcome to stay for our January board meeting which will begin at 6:30pm.

This month you will receive your membership renewal information for 2011. EWICONNECT is a unique organization with many facets and I hope you are taking advantage of all the benefits of membership. If you or your firm is hesitant about renewing your membership, please feel free to contact me to discuss. I thank each and every one of our firms for their current membership and I hope you are getting the most out of your membership.

I want to thank Blanca Echeverria and Madeline Irons for coordinating last month's Holiday Boutique and Silent Auction. Thanks to everyone in attendance, we raised \$398 from the evening! Thank you to everyone who donated items and purchased items at the event.

Have you wished that you could have some input for our Corporate Office about our chapter and others as well? Well, here's your chance, in case you have not heard: On Thursday, January 6, 2011 at 1pm and 7pm **EST**, Corporate is sponsoring Open Forum chats for all members to contribute. You should be getting an email from corporate as well. This is a great opportunity to listen and share concerns.

As I said earlier, it's a good time to be a member of EWICONNECT! Your board is working hard to expand our membership in 2011 but we need your help. Please continue to bring your colleagues, friends and co-workers to our monthly meetings and other events. Let's let other people in on our little secret! See you on January 11<sup>th</sup>

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

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## January Chapter Meeting

Date: Tuesday, January 11, 2011

Program: **“Using Social Media/Networking Professionally”**  
**Guest Speaker: Lorie Briones of MyiAssistant.com**

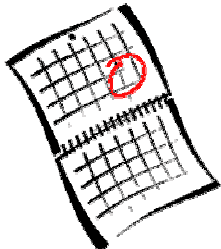
Location: Porter Valley Country Club  
 19216 Singing Hills Dr.  
 Northridge

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.*



## Plan Ahead for the February Meeting

Date: Tuesday, February 8, 2011

Program: Northridge Hospital’s New Pediatric Trauma Unit

Location: Northridge Hospital Medical Center  
 18300 Roscoe Blvd.  
 Penthouse Conference Room

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 November meeting of the SFV Chapter Board of Directors:

**Treasurer’s Report** – Balances of the Chapter accounts as of 11/30/10: General Account: \$19,633.07; BCDP Account: \$2,232.30.

**Membership Development** – See new postings!

**Program** – Working on finalizing programs for 2010.

**Ways & Means**– Grand total of \$3,050 from Silent Auction and Door Prizes at Firm Recognition Night. Two ASIST winners: Sarah Patton and Lois Craig received \$1,000 each. Direct donations totaled \$1,400.

**Sergeant-At-Arms** - There were 11 active members in attendance representing 11 out of 14 member firms, or 86%. Six executives, 1 sustaining member and 8 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.

## Five Questions to Ask Before Hiring a Career Coach.

Finding a good coach is the same process as finding a good doctor, lawyer, or Pilates instructor. You ask for recommendations. You do some research. And ultimately, you decide whether you feel a personal fit. So before picking your career adviser, you may want to ask these five questions to help you discern the great from the mediocre:

1) *What is your coaching process?* Any competent coach will be able to talk about her process. She might work hourly, on a package basis, or on a monthly retainer. Whatever the structure, she should be able to explain what the process is and what the outcomes are likely to be. A good coach will start asking you questions, and most likely will echo what she's hearing, often with some unexpected insight. The right coach will intrigue you and even impress you from the beginning.

2) *What kind of training do you have?* What's called "coaching" in current parlance has an intellectual history rooted in the theories and practices of positive psychology, linguistics, leadership and various other disciplines.

Coaching isn't telling people what to do. Coaching is using inquiry to raise awareness, develop possibilities and move into action, because career coaching also requires tactical expertise about topics like networking, interviewing and negotiations.

3) *How did you get into coaching?* Most coaches I know are people who worked for many years in information-processing or management roles, and gradually realized that they were most fulfilled when working with people and helping them to develop. They are generally thrilled to be able to follow their passion. At the same time, what they did before may have a direct bearing on the kinds of career issues you face

4) *Where do you see clients?* Not every coach has an office, but I would be wary of someone whose only option is to meet you at the Herald Square Starbucks. How serious a coach is about his business is partly reflected in the kind of investment he has made in training, office space and technology.

5) *Are you coachable?* This final question is for you, not the coach. To be coachable, you have to be [open and conscious](#). You are, after all, trying to achieve something that you haven't achieved yet.

People are uncoachable when they have internalized cynicism as their core definition of self, or when they are unwilling or unable to detach from a narrative of victimization. Coaching doesn't require you to believe that happiness is around the corner, but it does require you to be interested in taking a look.

*Michael Melcher, a New York-based career coach, is the author of [The Creative Lawyer: A Practical Guide to Authentic Professional Satisfaction](#) (ARA. 2007)*

### Birthdays & Anniversaries

#### Happy Birthday!

Pat Fulton (Sustaining Member)	Jan 18
Alan Stith	Jan. 19
Blanca Echeverria	Jan. 27

#### Happy Anniversary!

Christy Olson	Jan. 2000
Karen Angel	Jan. 2004
Elvia Fernandez	Jan. 2004

## Keep Good Company

*Womenworking.com, December 2010*

Your happiness isn't just affected by your own state of mind. Have you ever noticed that when someone goes on and on about a difficult boss, a stressful day with the kids, or even bad weather, you start feeling drained of energy? Do you have people around you who are like this? Hang with a negative gang, and you are guilty by association. The following strategies will help you evaluate the people you spend time with and whether or not they ultimately help you achieve your goals by having a winning attitude.

**Evaluate Your Gang** - Are the people you surround yourself with—friends, family members, co-workers, neighbors—adding to your happiness or subtracting from it? Do the math. Write down the names of the people with whom you spend most of your time. As you look at the list, note the effect each person has on your mood and frame of mind. Ask yourself these questions:

Do they have a good professional reputation, build trusting relationships at work, and have at least one upbeat and positive thing to say during your conversation?

Or do they always have an issue with the boss, always take the opposing view and find something negative in a situation or dismiss any positive things you have to offer?

**Detach from Negative People** - If the exercise shows you that you're spending time with a negative person, it may be time to change the nature of the relationship or cut your ties all together. Unfortunately, you can't always break away from certain negative people—a colleague, your boss. But, you can limit your time with these people by keeping a professional distance. You'll have more time for those you want to be associated with.

**Seek Out Positive People** - People who support your goals and make you feel good about your life plans can be, in essence, your happiness coaches.

By asking questions like, "What do you see as my passions and am I in the right career?", "Can you give me advice or help me solve a problem

that's causing some unhappiness in my life right now?", you'll find that a more supportive crowd will make you feel good about yourself and other people in your life.

*Adapted from "Powered By Happy: How to Get and Stay Happy at Work" by Beth Thomas, Sourcebooks.*

### CALENDAR OF EVENTS

**January 11, 2011**  
SFV Chapter Meeting  
Porter Valley Country Club 6:00 pm

**January 18, 2011**  
SFV Board Meeting  
6:30 pm  
El Presidente Restaurant

**January 13, 2011**  
LA Chapter Meeting  
6:00 pm  
Info at  
executivewomenla.org

**February 8, 2011**  
SFV Chapter Meeting  
Firm Night  
Northridge Hospital & Med Ctr.  
6:00 pm

**February 10, 2011**  
LA Chapter Meeting  
6:00 pm  
Info at  
executivewomenla.org

**September 2011**  
Leadership Conference & Annual Meeting  
Minneapolis, Minnesota  
Info at ewiconnect.com

## Holiday Boutique – December 2010



**Pat Fulton, Karen Angel & Carol Reniger**



**Blanca Echeverria in charge, secretly buying!!**



**Ann & Alan Stith**

## 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**

## 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

"When I've had a rough day, before I go to sleep I ask myself if there's anything more I can do right now. If there isn't, I sleep sound."

- L.L. Colbert

## 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.

<b>M.Y. Pacific Building Inc.</b> 18750 Oxnard St., #410 Tarzana 91356	Painting, staining, drywall  Beverly Kruskol, President
<b>Vino 100 Valencia</b> 2811 Newhall Ranch Rd. Valencia 91335	Wine education; wine events, tastings Lil Lepore Co-owner
<b>United Staffing Services</b> 28159 Avenue Stanford, #160 Valencia 91355	Gay Hull, Rep.
<b>Face of an Angel Skin Care</b> 161 N. Reino Rd. Thousand Oaks 91320	Skin Care  Erin Salazar, Owner
<b>Thursday's Calabasas</b> 23945 Calabasas Rd., #100 Calabasas 91302	Facials, waxing, hair replacement Jill Sugar, Owner
<b>National Rotary Association</b> 9350 DeSoto Chatsworth	Jane Eagle, Rep.
<b>JILL FM Radio (92.7)</b> 99 Long Court Thousand Oaks 91360	Linda Perry, Reg. Sales Mgr.
<b>Headline Salon</b> 22705 Ventura Blvd. Woodland Hills 91364	Lydia Ortiz, Owner
<b>Green and Greener</b> 4838 Laurel Canyon Blvd. Valley Village 91607	Home décor(eco-friendly)  Alegre Ramos, Owner

## 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**.

**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](http://www.WillettTravel.com)

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### Open Forum Chats:

Hosted by Corporate Office. Join other members countrywide and contribute your thoughts or just listen. The first will be Thursday, Jan 6, 2011 at 1p.m. and 7p.m. **EST**

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**Happy Hour Get Together:** 5:30 p.m. Jan. 18<sup>th</sup> at El Presidente Restaurant in Mission Hills prior to Board Meeting.

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**Know something about another chapter or news that our local members would be interested in?**

**Send to Madeline by the last week of the month for publication the 1<sup>st</sup> week of each month**

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.

**Madeline Irons**  
**Northridge Hospital Medical Center**  
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 Woodland Hills, CA 91367  
 Phone: (818) 347-0150  
 E-mail: [pulse@ewisfv.org](mailto:pulse@ewisfv.org)

\* Charges will be prorated on a quarterly basis