

July 2010

## Letter from the President



### July Connections

Each year we meet new people and seem to run into more and more people from our past. The older we get, the smaller the world gets.

Kevin Bacon isn't the only one with **connections**. In our businesses we strive to make good **connections**. We at EW Connect have made lots of **connections**. If you haven't guessed it yet, I'm focusing on **EW Connect** again.

Business 101 tells us that the client is everything. Connecting with that client and doing a good job is everything. Design Elements' philosophy is to do a good job for every client, no matter how small, and our reputation will precede us. We get new jobs by doing a good job on the last job.

We tell clients, at the beginning of a job, to please hold out 10% until all punch list items are completed. Every design job will have its share of problems. Our job is to find solutions for those problems. We are a true partner with the client in getting everything done. When the job is complete and all problems are resolved, then we bill for that final 10%. The client knows we won't leave them high and dry. They know they will be happy.

Word of mouth is a powerful thing. It is our reputation, our connection with new clients. It makes business flow. It makes EW Connect a powerful group to be in. The more connections we make in EW Connect, the better for our businesses.

So look out Kevin Bacon! Let's make June a month for **positive connections**. EW Connect means we support one another in business and personally.

EW 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

**Ann Simic**, Treasurer  
Allen Stith Video Production

**Bonnie Ryder**, Sergeant-at-Arms,  
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**Nina Perry**, Membership Director  
First Private Bank & Trust

**Christy Olson**, Publications Director  
Advanced Computer Solutions

**Blanca Echeverria**, Program Director  
Willett Travel

**Julie Aldrich & Madeline Irons**, Ways  
& Means Directors  
Lee Wayne & Northridge Hospital

**Carol Reniger**, Director-at-Large  
Baskets n' Bows

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## July Chapter Meeting

Date: Tuesday, July 13, 2010

Program: **"Women's Health Issues"**  
**Northridge Hospital Medical Center**

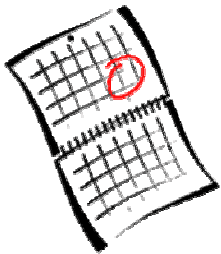
Location: Northridge Hospital Medical Center  
 18300 Roscoe Blvd., Northridge

Schedule: 6:00 Networking  
 6:30 Dinner & Speaker

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 August Meeting

Date: Tuesday, August 10, 2010

Program: Firm Night at Advanced Computer Solutions

Location: Valencia, CA

Schedule: 6:00 Networking  
 7:00 Dinner & Firm Night 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 June meeting of the SFV Chapter Board of Directors:

**Treasurer's Report** – Balances of the Chapter accounts as of 5/31/10: General Account: \$17,038.36; BCDP Account: \$2032.30.

**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 June meeting. Bring Raffle prizes to the meetings! Madeline Irons will remind firms that volunteered to bring prizes.

**Sergeant-At-Arms** - There were 8 active members in attendance representing 7 out of 14 member firms, or 50%. Three guests and one 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
- Spas & Salons
- Dentists

Contact Nina Perry for more details.

## Conquer Clutter

By Laura Stack, President, The Productivity Pro, Inc.

Are you an incessant collector? Do you find it difficult to throw anything out? Is your motto: save it, no matter what? If you answered "yes" to these questions, you may have a problem with clutter. And Laura Stack, author of *Find More Time*, can shed some light on how to eliminate the stuff that slows you down.

### Start Slowly

To eliminate what you don't need anymore, take stock of what you have, what's essential and what isn't. It's easier to throw things away if you sort out what can be eliminated. With a large space like a garage, break it down into areas. The trick is to de-clutter in stages, taking baby steps. Work for an hour at a time. This practice works for any room--bedroom, kitchen etc.

### Learn to Let Go

If you can't bring yourself to give or throw away certain items, store them for a "trial period." Label and date the box and tuck it away for a year. If you haven't needed the items after a year, don't open the box at all, simply give it away--the time has come. If you still can't do it, enlist the help of a ruthless friend who will perform the act!

### Banish Paper Piles

It's really hard to toss out potentially good reading material, but having it lie in wait for you to get to it is a mental burden. The only thing you'll miss is the "guilt" of not having time to go through it.

### Clean Closets

Make room for the NEW by giving away what's old. If you buy a sweater, give away the one you never wear. Also, encourage your children to go through their toys and give away those they've outgrown.

### Keep Order in the Kitchen

Try keeping items you use once a year such as the punch bowl, popcorn popper, and deviled egg tray in storage. If you don't read your cookbooks, don't display them on the countertop where they take up valuable space. Toss gourmet gadgets that you received as gifts, but are collecting dust on a shelf.

### De-Clutter Your Purse

Throw away old receipts, grocery lists, magazine clippings and tickets. Do this daily. Pare down multiple items such as lipstick colors, and put toiletries and emergency items like medicine and Band-Aids into small mesh bags (more orderly, don't you think?).

## Birthdays & Anniversaries

### Happy Birthday!

Elvia Fernandez	7/27
Tama Holve	7/28

### Happy Anniversary!

Schrillo Company	1972
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## Unleash Creativity

By Glen Ellen Brown, VP Brand Development, Hearst Company, taken from [womenworking.com](http://womenworking.com)

### Be active.

"I like to participate. You've got to love a challenge. I'm pretty interested in sports and I try them all on--from skiing, to tennis, to fly-fishing, to kayaking. I think exercise does a lot to enable mental agility."

### Take grounded risks.

"Follow your instincts. When your inner voice is fairly grounded, you know you can apply smart thinking and reasoning to an opportunity. If you feel it's an idea that should be pursued, explore it, but don't do it on a whim."

### Make your environment work for you.

"You have to know a fair amount about yourself and then define your path. Think seriously about what motivates you, what is your personal style, and where you do your best work. Find the best connections for how you can contribute and succeed."

### Get out there and explore.

"I spend a fair amount of time just looking at things, seeking diverse exposure and capturing the experience mentally; whether it's being with a particular demographic or being in a different store. I think there's a lot to be said for travel--it frees you from focusing on all the stuff that happens at your desk. It forces you to deal with lots of different stimuli."

### Be open-minded.

"If you're so regimented in the outcome, you're never going to see the possibilities. Look for people that think differently, and ask for their opinions. It takes an ability to suspend judgment before you evaluate things. That's how you stay creative."

### Don't be immobilized.

"When someone disagrees with your idea, don't be disabled. Get a real understanding of what you didn't accomplish and why they didn't agree. Then go back at it with a better plan. Use it as a way to change your direction and an opportunity to think differently. Sometimes you need to think about life like sports. You're going to get another 'at bat.' There's a fabulous continuum that allows you to try it again. Learn from errors, and keep moving forward."

## He Said It...

"Talent is God-given. Be humble. Fame is man-given. Be grateful. Conceit is self-given. Be careful."

- John Wooden

## CALENDAR OF EVENTS

### July 8, 2010

LA Chapter Meeting

6:00 pm

Info at [executivewomenla.org](http://executivewomenla.org)

### July 13, 2010

SFV Chapter Meeting

6:00 pm

Womens Health Issues at Northridge Hospital Board meeting at 5pm

### August 10, 2010

SFV Chapter Meeting

Firm Night at Advanced Computer Solutions

6:00 pm

Board meeting at 5pm

### August 12, 2010

LA Chapter Meeting

6:00 pm

Info at [executivewomenla.org](http://executivewomenla.org)

### September 23-25, 2010

Leadership Conference & Annual Meeting

Kansas City, Missouri

Info at [ewiconnect.com](http://ewiconnect.com)

## Proposed 2011 Slate of Officers & Directors

<b>President</b>	Christy Olson, Advanced Computer Solutions
<b>Vice President</b>	Bonnie Ryder, Hilton Universal City
<b>Secretary</b>	Carol Reniger, Baskets n' Bows
<b>Treasurer</b>	Open
<b>Sergeant-at-Arms</b>	Bonnie Ryder, Hilton Universal City
<b>Membership Director</b>	Nina Perry, Reniger Financial & Insurance Services
<b>Program Director</b>	Jenny Boyce, Design Elements
<b>Publication Director</b>	Madeline Irons, Northridge Hospital Medical Center
<b>Ways &amp; Means Director</b>	Blanca Echeverria, Willett Travel
<b>Director-at-Large</b>	Maggie Kestly, Mid Valley Properties

## Public Speaking: Tips To Transform Your Fear

By Lee Glickstein, Founder, Speaking Circles International, taken from [womenworking.com](http://womenworking.com)

**Be fully present with one person at a time--always.** Remember that you are speaking with individual human beings, not to an "audience" as a whole. These individual connections form a collective community that listens with respect and attention.

**Breathe.** Before you begin speaking, take 5-10 seconds of silence--and at least one deep breath--to "arrive" and establish a relationship with your listeners. When you do this first, the fear naturally begins to fall away.

**Notice and take in the support of friendly faces.** When you receive support before you begin and as you speak, you have a foundation for comfort, confidence, and trust.

**Be yourself.** The most compelling thing you can do is to be real--to be authentically, genuinely yourself--and no one can do that as well as you can. Everyone has a story to tell, a unique message to deliver, and a special voice in which to express it. Our presence speaks more loudly than anything we say.

**Listen.** The basis of authentic speaking is open-hearted listening. Communication is a two-way relationship. Tuning in to your audience as you speak opens them to supporting you and wanting you to succeed.

**Allow natural pauses.** Don't be afraid to stop, breathe, and linger with a listener. This gives you time to re-center, find your place, and sense where to go next. It also gives your audience the chance to take in and digest what they have heard.

## Why You Talk With Your Hands

By Dr. Carol Kinsey Goman, taken from connectitnews.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, etc.), the more words they had in their vocabulary at 3 years old.

This is no surprise to those of us who study body language.

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. 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 which are 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.

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

### 5 Fascinating FAToids

Having a support team can help you avoid making unhealthy choices, and remind you of the traps that Dr. Peek points out.

**1. Watch it, sugar.** When you hear "sugar" you probably think of the white stuff made from sugar cane or beets. But all of these words on food labels operate the same way: high-fructose corn syrup, corn syrup, corn syrup solids, sucrose, dextrose, fructose, brown sugar, fruit juice concentrates, honey, molasses, maltose and maple syrup.

**2. Diet cola alert.** Drinking cola, whether diet or sugary, is bad for your bones. Drinking even one a day is associated with an average of 4% lower bone density, regardless of age, calcium and vitamin D intake, smoking, or drinking alcohol.

**3. If you don't wake up hungry, you blew it the night before.** They call it breakfast for a reason. Waking up hungry is a cue that you're doing it right when it comes to portions the night before. If you don't feel hunger, you probably ate too much and/or too close to bedtime.

**4. The true cost of TV dinners.** Research has shown that when people eat in front of the tube, they eat two to three times the calories they would have eaten if they weren't in front of the TV.

**5. The danger zone.** The hour that most people blow it with eating is 4:30pm. Eat every 3 to 4 hours and you'll breeze right through the midafternoon without a snack attack.

## 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...

"I think that women as a group are so powerful. I still don't think we are able to embrace our power well enough yet. We think we live in a man's world and we have to follow their rules, and yet, we're so different, and our rules are so different. I wish that we could come together more as a political force. If women ran the world, I don't believe that there would be war. I really don't.... We understand the bigger picture. We understand our impact on the environment, on the world. We understand the generations that will go after us because we gave birth to them."

- Kyra Sedgwick

## 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.

No membership postings for June.

## 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**.



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**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