

June 2009

## Letter from the President



Kevin Bacon isn't the only one with **connections**. In our businesses we strive to make good **connections**. We at EWI have made lots of **connections**.

If you haven't guessed it yet, I'm focusing on **EWI 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 EWI a powerful group to be in. The more connections we make in EWI, the better for our businesses.

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

**EWI Connect.**

Sincerely, Jenny

## OFFICERS & DIRECTORS

**Jenny Boyce**, President  
Design Elements

**Carol Reniger**, Vice President  
Baskets n' Bows

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## IN THIS ISSUE

Next Meeting Information	2
Board Meeting Recap	2
Swing Ahead with Golf!	3
Global Negotiations	4
Calendar of Events	4
Entrepreneurs Succeed	5
Awkward Conversations	6
Are You Turning People Off?	6
SFV Chapter Member Firms	7
Membership Postings	7
Day at the Races Photos	8

## June Chapter Meeting

Date: Tuesday, June 9, 2009

Program: **Firm Night at Northridge Hospital**

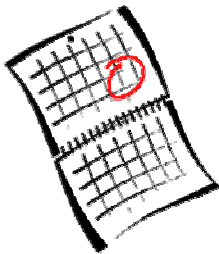
Location: Northridge Hospital Medical Center  
18300 Roscoe Blvd., Northridge

Schedule: 6:00 Networking & Firm Night Program  
7:00 Dinner & Speaker

Cost: \$35 per person

Reservations: RSVP to Annette Drake at (818) 832-2031 or  
[adrake1@socal.rr.com](mailto:adrake1@socal.rr.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 July Meeting

Date: Tuesday, July 14, 2009

Program: **Guest Speaker: Arvee Robinson**  
**“Master Your Persuasive Speaking”**

Location: Smoke House Restaurant  
Burbank, CA

Schedule: 6:00 Networking  
7:00 Dinner & Guest Speaker

Cost: \$35 per person

Reservations: RSVP to Bonnie Ryder at (818) 509-2072 or  
[bonnie\\_ryder@hiltonuniversal.com](mailto: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 January meeting of the SFV Chapter Board of Directors:

**Treasurer's Report** – Balances of the Chapter accounts as of 4/30/09: General Account: \$19,677.53; BCDP Account: \$1262.30.

**Membership Development** – Need additional members to post and join!

**Program** – Working on finalizing programs for 2009.

**Ways & Means** – We made \$160 from raffle prizes and Windfall at the May meeting. Bring Raffle prizes to the meetings! Marchell Peterson will remind firms that volunteered to bring prizes.

**Sergeant-At-Arms** - There were 12 active members in attendance representing 12 out of 15 member firms, or 80%. Three sustaining members and eight guests were also in attendance.

## MEMBERSHIP DRIVE

Don't forget that you get \$50 CASH for each new member you bring into our Chapter in 2009. At the end of the year, the member that brought in the most new members gets an additional \$100 CASH!

## Swing Ahead with Golf!

By Pamela Swensen, CEO, Executive Women's Golf Association, taken from connectitnews.com

Not only is golf a great form of exercise and a fun social hobby, but it can also serve as a powerful tool for rising up the ranks in your professional life. Here are some things to consider if you're interested in giving it a shot!

### *How it can help you:*

▶ **It's an equalizer.** When you tell people you're a golfer, it demystifies a lot about you to others who play. It provides a common ground and opens the door to new and interesting conversations. *Tip: Display a photo of yourself from a golf event in your office and see how many people comment.*

▶ **It builds business skills.** The skills learned in golf also translate easily to business. For example, preparation is needed in choosing the correct club for each shot. Taking charge by establishing a swift pace of play demonstrates leadership. Accountability is tested when you're tempted to make excuses for poor shots.

▶ **It establishes credibility.** Golf is a difficult game. At any level, it tests your patience, resolve, and humility. Others who play will respect you for taking it up, especially if you become good at it. When playing a round with colleagues, you can demonstrate that you handle yourself well when winning or losing, you perform well under pressure, and you don't take yourself too seriously.

▶ **It helps to assemble a "girls club."** Women's lives are chaotic. Playing golf can relieve stress and build a support group of other women. If you don't have a friend who plays or is interested in learning, join a group like the Executive Women's Golf Association (EWGA) where you'll find others at your level. Social events like "Nines and Wines" help make it a welcoming and fun experience.

▶ **You can gain insights into colleagues or potential employers.** People exhibit an array of behaviors from the tee to the green. If someone has a temper on the golf course, they will likely display it in the workplace too. Also watch for those who are unfair (they don't count all of their strokes), easily distracted (they keep checking their Blackberry), or who make excuses ("Did you hear that person coughing when I shot?").

▶ **It opens the door to networking opportunities.** If people know you play, you have the advantage of being asked to join charity tournaments, corporate sales meetings, leagues, or company outings that senior-level people attend. It is particularly helpful if you work in a male-dominated field or are one of the few women in your company who play. Also, it's not uncommon for executives to invite a potential employee out for a round if they know he or she plays. It's a great way to test the waters and gain the edge.

▶ **It nurtures relationships.** Because of the length and pace of the game, there is a lot of time for conversation. You learn a lot about your playing partners and what they are passionate about, which solidifies connections and builds trust. While professional relationships can be built on the course, it's best to wait to discuss any business dealings with clients or colleagues until you've finished the round, unless they bring it up first.

### *Tips to get started:*

▶ **Join an organized program.** Getting professional instruction is the best way to get started, whether it's with one-on-one lessons from a local pro or with program clinics. Look for programs that cater to work schedules by offering evening and weekend lessons. Note: The month of June is American Express Women's Golf Month. Take advantage of free and discounted clinics near you.

▶ **Learn the lingo.** "Par," "Sub par," "Bogey," "Bunker," "Slice," etc. You can gain an understanding of these terms by watching golf on TV or going to a local tournament.

▶ **Find a mentor.** A golf buddy can help explain to you where you're supposed to drive, where to drop off your clubs when you arrive, what the protocol is when you've booked tee time, how to get to the first tee, etc.

## Global Negotiations

By Frank L. Acuff, Author, taken from womenworking.com

When working on global projects, it is essential to know how to communicate during a negotiation with a foreign team. Here are some strategies that remain effective no matter where you are in the world:

### ►Do your homework.

Study the organization and their past negotiations to better predict the strategies you will face. Research the work habits, leisure activities, and communication styles of people in that country. Do they have particular attitudes toward women in business?

### ►Adapt their style.

In Saudi Arabia, a certain amount of haggling back and forth may indicate your sincerity about striking a deal, but in England, a formal discussion is expected. Every step of the process must be seen through the lens of the host-country culture. The Golden Rule is no longer helpful--instead, *do unto others as they would have done unto them.*

### ►Maintain high aspirations.

High initial demands teach people how to treat you. They give you room to make concessions, allow time to learn more about your counterpart, as well as lower their expectations of what they will get.

### ►Use simple language.

Don't assume that because the other party speaks English, they'll fully understand all the clichés and colloquialisms. Replace words like "commence," "utilize," "modify," and "maturity date" with "start," "use," "change," and "final payment date."

### ►Ask lots of questions.

Find out about the needs of the other party, but be careful not to embarrass them by being too direct. Directness is valued in places like the U.S., Canada, Australia, Switzerland, Sweden, and Germany. But in countries such as Japan, China, Saudi Arabia, Greece, and Spain, indirectness is better, and the message is often embedded in the context of what is being said. In this case, watch for nonverbal cues, listen for emotions, ask for clarification, and don't interrupt.

### ►Build solid relationships.

In many cultures it is the quality of the relationship more than the work accomplished that secures a deal. Be a pleasure to do business with and avoid discussing religion and politics. Be patient, emphasize mutual interests, tell a funny story, and take a recess when needed.

### ►Maintain integrity.

If you are not viewed as trustworthy, people will tell you only what they must. Many cultures value the quality of a relationship over a written contract. Lose the deal if you must, but keep the trust--it will be vital for your next negotiation with the other party.

## She Said It...

"Nobody cares if you can't dance well. Just get up and dance. Great dancers are not great because of their technique, they are great because of their passion."

- Martha Graham

## CALENDAR OF EVENTS

### June 9, 2009

SFV Chapter Meeting  
Firm Night at Northridge  
Hospital  
6:00 pm

### June 11, 2009

LA Chapter Meeting  
6:00 pm  
Info at [executivewomenla.org](http://executivewomenla.org)

### June 16, 2009

SFV Board Meeting  
6:00 pm

### July 14, 2009

SFV Chapter Meeting  
Smoke House Restaurant  
6:00 pm

### July 16, 2009

LA Chapter Meeting  
6:00 pm  
Info at [executivewomenla.org](http://executivewomenla.org)

### July 21, 2009

SFV Board Meeting  
6:00 pm

### September 24-26, 2009

Leadership Conference &  
Annual Meeting  
Louisville, Kentucky  
Info at [executivewomen.org](http://executivewomen.org)

## Birthdays & Anniversaries

### Happy Birthday!

Jeri Nowlen 6/21

### Happy Anniversary!

Design Elements 2001

## Save the Date!

Tuesday, November 10

Annual Firm Recognition Night

## 5 Reasons Entrepreneurs Will Succeed in this Recession

Taken from [channelprosb.com](http://channelprosb.com)

For some people, the glass is always half full. Josephine Nicholas, chief operating officer of Ann Arbor, Mich.-based Published Daily, a new startup tech company that helps professionals generate more referral business, says there are five major reasons entrepreneurs are thriving despite the economy. They are:

**1. Entrepreneurs are free and unhindered.** "The upside to the massive amounts of layoffs we are seeing is that men and women who felt stuck in certain positions and afraid to go out of the box to pursue their dreams are now free to pursue their passions," says Nicholas. "The economy has forced people to reevaluate their priorities, reassess their skills, and pursue entrepreneurship without being held back by a job to which they feel tied down."

**2. Recessions give birth to recession babies.** "Many of the largest companies were founded during a recession," says Nicholas. "Companies like Burger King, Hyatt, FedEx, Microsoft, and CNN--all those companies were started by entrepreneurs during some of the toughest economic years in our country's history." Based on this data, Nicholas says, at least one of the "next big things" is sure to come from this chapter in history.

**3. Entrepreneurs instill trust in skeptical consumers.** Nicholas says that 68 percent of executives think large corporations make a generally or somewhat positive contribution to the public good. Yet only 48 percent of consumers agree. In addition, quoting an Edelman survey, she says consumer trust in businesses in general is 50 percent lower than last year. Why? Nicholas puts it this way: "One of the main reasons entrepreneurs start their own [companies] is to get rid of the 'corporate America' mentality they can't stand. Most entrepreneurs work very hard to earn the trust of each individual client as they create unique solutions to the needs of the marketplace. Consumers recognize this effort and respond to it with their dollars. In an economy where consumers are extraordinarily wary of corporate America, they are sure to give more business to the entrepreneurs who give them personalized attention and contribute to the public good with their creative efforts."

**4. Changing markets demand innovation.** According to economist Joseph Schumpeter, an entrepreneur is someone who is willing and able to convert a new idea or invention into a successful innovation. "The current recession has caused a significant shift in the needs and wants of consumers across the board," says Nicholas. "In any industry, an innovative entrepreneur who identifies and addresses this shift creates an unbeatable connection with consumers."

**5. Entrepreneurs boost local economies.** "The American public is very community-oriented, and they band together, especially during tough times. Look anywhere throughout the U.S., and you'll see that local businesses and entrepreneurs are hailed as heroes by their communities. They provide local jobs and inspire confidence in the economy," says Nicholas. "The heart of the American dream is realized and moved forward every time an entrepreneur reaches inside, takes the risk, and creates their company. Local economies respond to that in a way that almost resembles magic."

## Handle Awkward Conversations

By Gretchen Hirsch, Author, taken from [womenworking.com](http://womenworking.com)

The following are situations you will probably encounter at some point in your career. If not handled tactfully, they can make for an uncomfortable atmosphere and distract you from your job.

### Avoiding gossip

Do not confide in people at work. It's okay if co-workers know your boyfriend's name, but they don't need to know that you broke up for a little while because he cheated on you. Don't talk about co-workers at all, unless what you say is positive. If someone comes to you with gossip, show them your boundaries by saying, "Have you tried discussing this with so-and-so? I don't feel comfortable talking about it because I don't really know his side of the story." When the hearsay is about you, confront the source directly, without accusing--"Do you know anything about where this story started?" State strongly that you want these rumors to stop.

### Handling "That Guy"

Almost every office has people who exhibit the full spectrum of irritating behaviors--"The Whistler," "The Coffee Room Trasher," "The Joke-Forwarder," "The Complainer," etc. If the issue can't be solved without involving the other person, (for instance, by putting on headphones), tell them what you're noticing, what effect it has on you, and what you need to resolve the issue. Avoid judgment. For example: "Sam, it sounds as if you're really upset about something and need to talk. I don't like to put you off, but I have a huge project right now and the interruptions are breaking my concentration. How about we go for coffee tomorrow, so I can give you the attention you deserve."

### Delivering Bad News

When you've made an error your boss needs to hear it from you first. Don't try to wiggle out with an e-mail. Have reasons (not excuses) prepared, and approach her when she's in a good mood. Take responsibility, avoid blame, and have a plan for ways to improve the situation. Keep it as positive as possible--include any ways the mistake helped you gain new insights. Figure out what you can do to prevent the problem from occurring again. For example: "I'm really sorry about this. I've taken these steps to ensure it doesn't happen again...I have some ideas as to how we might rectify it. Is now a good time to discuss?"

### Confronting Rudeness

Bullying in the workplace happens in the forms of belittling, reprimanding, yelling, gossiping, interrupting, giving dirty looks, etc. The steps to confronting these behaviors are the same: Give yourself a minute to cool off first after you've been insulted. Walk away with dignity, go to a quiet area, breathe, and prepare your approach. Then speak directly to the person who was rude with "I" statements. Use the "I see," "I feel," "I want" formula and focus on the effect the rudeness has on you. For example, "Deb, I noticed you interrupted me every time I spoke during the meeting. I feel frustrated. I want my opinions heard, and I'd like you to listen to me next time." Do not give up the advantage of being more professional.

## Are You Turning People Off?

Do you ever do any of the following? If so, consider how these behaviors could be upsetting to others.

**-Neglect to return phone calls, even if you consider it low priority:** If you're working with someone and he asks for information, it's rude not to respond with either an email or phone call.

**-Place a call for your boss and ask the other person to hold until she gets on the phone:** It's a clear signal to the person waiting that your boss's time is much more valuable than his. Ask your boss to let you know when she's ready to take the call.

**-Swear in the office:** With relaxed language so prevalent in our culture, you might not be aware that impolite words are still offensive to many.

**-Use a client's or caller's first name before he/she is ready for you to do so:** Use first names with your peers, but if your clients or customers are older than you, ask them if they mind this informality.

**-Introduce people only by first name:** A gracious intro includes both first and last names and perhaps some identifying information about both people. The subordinate is introduced to the person in higher rank. "Ms. Doe, this is Sharon Smith. Sharon, this is Ms. Doe, our CFO. Today is Sharon's first day."

**-Neglect to identify yourself when calling someone else:** Don't make the other person guess who's on the phone. Get all of the pertinent information on the table right away.

**-Forget to use "please" and "thank you" in emails:** They are still the magic words. Use them liberally!

**-Continue to work at your computer when someone is speaking to you:** Give people your full attention. If you're in the midst of something that is time-sensitive, explain that you're sorry, but you'll have to get back to her.

**SAN FERNANDO VALLEY CHAPTER  
MEMBER FIRMS**

**Advanced Computer Solutions  
Allen Stith Video Production  
Baskets n' Bows Inc.  
Brick Elm Staffing Solutions  
Design Elements  
Ernst & Young LLP  
First Private Bank & Trust  
Hilton Los Angeles/Universal City  
Lee Wayne Corporation  
Northridge Hospital Medical Center  
NumberCrunchers  
Schrillo Company  
Telling Insurance Agency  
Topaz Lighting  
Willett Travel**

**SUSTAINING MEMBERS**

**Annette Drake  
Patricia Fulton  
Shirley Stark**

**She Said It...**

“Modern invention has banished the spinning wheel, and the same law of progress makes the woman of today a different woman from her grandmother.”

- Susan B. Anthony

“We must not, in trying to think about how we can make a big difference, ignore the small daily difference we can make which, over time, add up to big differences that we often cannot foresee.”

- Marian Wright Edelman

**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.

**Valet of the Dolls**

23852 Pacific Coast Highway, #521  
Malibu, CA 90265  
(818) 982-3655  
Gillian Harris

**May Raffle Results**

<b>Item</b>	<b>Donated By</b>	<b>Won By</b>
\$40 Cash	Annette Drake & Adv. Comp. Sltns.	Carol Reniger
Basket	NumberCrunchers	Madeline Irons
Shawl	Northridge Hospital	Pat Fulton
2 Bling Travel Mugs	Lee Wayne Corp.	Jeri Nowlen
Bling Travel Mug	Lee Wayne Corp.	Ann Simic
2 '7 Dwarfs' Stuffed Animals	Allen Stith Video	Christy Olson
<b>Windfall Winners</b>		
\$15	Annette Drake	
\$15	Shirley Stark	

## EWI's Day at the Races 2009



**Blanca Echeverria, CTC**  
**Director of Group Operations**

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Nina Perry  
Executive Assistant

16000 Ventura Blvd.  
Encino, CA 91436  
Phone: 818-501-1722  
Fax: 818-789-9024  
nperry@1stprivate.com

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**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.

**Christy Olson**  
**Advanced Computer Solutions**  
PO Box 220807  
Santa Clarita, CA 91322  
Phone: (818) 359-4763  
E-mail: [pulse@ewisfv.org](mailto:pulse@ewisfv.org)

\* Charges will be prorated on a quarterly basis