

June 2010

## Letter from the President



### Happy June!

What a great Day at the Races! Hollywood Park was at its best again. Good food, beautiful weather, lots of hats, bets being placed and the horses were running! Our youngest EWI attendees, Emma, Brenna and Tess, were debating the merits of each entry. Was he or she rated with a rabbit or a turtle in the racing form, was the name catchy

enough, were the colors right, were the odds too high or too low? Emma started out with ten dollars and ended up with nine. She was NOT happy about that. A good lesson was learned that money doesn't grow on trees, nor does betting really pay.

But boy did we have fun! We went down to the Winner's Circle to watch the race named after EWI, in honor of Annette. We **connected** with the trainer, Janet Armstrong and the owner of the winner, Hidden Blessing. He invited us to be in their picture!! Oh joy! It was definitely a fun perk.

What a surprise when the Kentucky Derby aired and we saw all that rain! Our day was beautiful and they had a rainstorm. As the horses rounded the bend and headed for the stretch, we couldn't tell the horses apart- they were all covered in mud. My friend Mary Jo had picked the winner because of the jockey, and she was excited. I bet \$2 on every horse to show: I bet \$40 and won \$21.40. As you can see, that didn't pay. But if one of the 50/1 horses had placed- wow, it was a sure bet. Not as much fun though when you don't care who wins.

The kids had a ball and so did everyone else. And that's a good EWI outing: a fun time and **connecting** with people. It's wonderful that we share this event with the LA Chapter. It's more fun and we get that golden chance to **connect** with more people. And as our fundraiser, it's easy and profitable. A fun time was had by all!

Sincerely, Jenny

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## June Chapter Meeting

Date: Tuesday, June 8, 2010

Program: Firm Night at Willett Travel

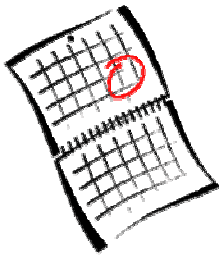
Location: Willett Travel, Studio City

Schedule: 6:00 Networking & Reception  
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 July Meeting

Date: Tuesday, July 13, 2010

Program: "Womens Issues" 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.*

## 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 May 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 \$195 from raffle prizes and Windfall at the May 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 10 out of 14 member firms, or 71%. One sustaining members, one executive and 1 guest were also in attendance.

### WHO DO YOU KNOW?

Do you know someone that would enjoy being a member of EWV? We are always looking to identify new member firms, especially in areas such as:

- Contractors
- Spas & Salons
- Dentists

Contact Nina Perry for more details.

## Unique Stress Breakers

By Helene Lerner and Roberta Elins, Authors, Taken from womenworking.com

Reducing stress is one of the most common aspects of life that women struggle with. Everyone knows the typical ways to get relief—exercise, eating healthy, meditation, bubble baths. But, if you've already been implementing these strategies in your life and still feel tense, why not give some of these alternative techniques a whirl? All you have to lose is your stress!

### **Make an enjoyment mug.**

Write something fabulous you would like to do or have already done on a strip of paper, and fill a mug with these folded strips. Add promising horoscopes and slips from well-wishing fortune cookies, or fill the mug with positive slogans to motivate you, honor past accomplishments, or spark excitement about an upcoming event. Each morning, pick a strip and refer to it throughout the day. Focus on the good feelings it brings. Refill your Enjoyment Mug with new material on a regular basis to keep it full of fresh, thoughts that will help you de-stress.

### **Go with the flow.**

Try this adaptation of an ancient T'ai chi exercise. Sit in a quiet place. Interlock your fingers as if to pray. Point your index fingers upward, leaving space between them. Study that space for a minute or two, then allow your fingers to close slowly on their own—don't push them together. Now, name your stresses (did you lose your job, have a fight with your spouse, etc.) open your fingers again and imagine all the feelings related to your tension flowing out through the space. Calmly close your fingers once more and let go.

### **Get physical.**

Is your stress causing tension in your body? Loosen up and relax with these unstressing exercises.

- **The Jaw Drop**  
Imagine lying on a quiet beach, being warmed by the sun and pillowed by the sand. Relax. Now open your mouth and drop your lower jaw slightly. Keep this position for ten seconds.
- **The Funny Face**  
Contort your face into an exaggerated mask, tightening your facial muscles. Hold your "funny face" for three seconds, then relax. Feel the tension release.
- **The Healing Hand**  
Close your eyes and locate the precise area of any throbbing or tightness in your face or neck. Place your finger on the area and apply light pressure.

### **Lose track of time.**

Take time out of your life each week—remove or cover all visible signs of time in your house. Remove your watch and put it in a drawer. Enjoy yourself, paced only by your natural rhythm, not by the imposition of the sixty-minute hour. If you have an appointment or other necessary ending to this exercise, set an alarm. It will signal you when it's time to get back into time.

## Company Picnic Pointers

By Andrea Nierenberg, Founder of the Nierenberg Group, Inc., from connectitusa.com

Does going to a company picnic take "business casual" to a whole new level? Should we fire off water balloons at co-workers or hit them between the eyes with the latest high tech water guns? I hope the word "no" popped into your head just now. The point is that business is business, no matter what the setting. However, there are ways to relax and enjoy special company functions while being professional. Here are some ideas to keep in mind while you are standing in line waiting to get to the ketchup and mustard:

**Dress for the Day.** Be sure to mark your calendar so that when you get ready in the morning, you do not put on a suit or long dress. At a company picnic you'll want to feel comfortable and fit in with the environment. However, this still means dressing somewhat conservatively (leave the bikinis, tank tops, and short shorts in the closet). Look at yourself and think about how you'll come across to someone. Remember that 55% of what we communicate about ourselves is visual, so the only thing that's sizzling should be the grill, not you.

**Pass the relish.** Let's say you're standing in line for hot dogs, and the CEO of the company shows up. He or she may not even know your name, and you might be thinking, "This is my chance to make a great impression." So you jump into a dissertation on the company's stock price or how you plan to reduce expenses in the upcoming year. Bad idea. This is certainly not the time to discuss any serious business issues. You and the CEO will be put in an uncomfortable position. On the other hand, this could be a great time to introduce yourself and say, "I'm so-and-so and I work in the marketing department and love being a part of the company. I have learned so much here. By the way, I really enjoyed hearing you speak at the sales meeting last week and took your comments to heart. Thank you for being so involved in the company." Then smile and move on.

**Play guest interviewer.** After you've eaten and have put down your plate, make part of your mission at company picnics to have informal "interviews" with people from other departments who you do not see every day. Without being stiff, ask the basics: "What department are you with? How long have you been with the company? What brought you to this company?" Then you can move to non-invasive personal questions such as, "Where do you live? How is the commute to work?" By asking such questions, you'll get to know about the people in your company, and you might make some new internal friends at work.

**Keep the kids under control.** If the party invitation says to bring your kids, make sure that you've started your disciplinary action long before you arrive. The company picnic is not the place to correct your children in front of your co-workers. If the kids are not behaving properly, take them to the side and explain that this is your business meeting and you expect them to act accordingly.

Enjoy your outing and keep in mind that your relationship and reputation with the company will be affected, even in such a casual and festive environment.

## She Said It...

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

- Anne Frank

## CALENDAR OF EVENTS

### June 8, 2010

Firm Night  
Willett Travel  
6:00 pm  
Board meeting at 5pm

### June 10, 2010

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

### 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 Issues at Northridge  
Hospital  
Board meeting at 5pm

### September 23-25, 2010

Leadership Conference &  
Annual Meeting  
Kansas City, Missouri  
Info at [executivewomen.org](http://executivewomen.org)

## Rely On Your Instincts

By Lisa Latts, VP of Programs in Clinical Excellence, WellPoint, taken from [womenworking.com](http://womenworking.com)

While learning to paraglide one summer, Lisa Latts crashed into a mountain and landed herself in a Boulder, Colorado community hospital for several days. Thankfully her injuries weren't serious. But Lisa didn't mind the stay. This triple degree holder (she has an MD, MBA, and a Master of Science in Public Health) has been drawn to hospitals from the time she was small. "I had family members who were in and out for various reasons when I was a kid and I always loved going to visit. I loved the smell, the energy, the environment. I was very comfortable there and from then on I just knew that I wanted to go into medicine," she recalls.

### Don't ever doubt yourself.

"Never let anyone convince you that you can't do whatever it is you want to achieve. I know it's weird but I just never for a moment considered that I couldn't do exactly what I wanted to do. I'm sure people told me I couldn't do certain things, but I did them anyway. I didn't go to a top-tier Ivy League college, but I never felt like that was stopping me. I remained focused, kept my end goal in sight, and ignored everything else."

### More is sometimes less.

"When I travel I like to go very far away so I need to take at least two weeks vacation. There are people who say, how can you be out of touch for two weeks? But I say, the reality is when you're gone for a week, you come back and everything is stacked up waiting for you and you have to unbury yourself. When you're gone for two weeks or more, you come back and people have figured out how to deal in your absence. I've found you actually have less work to do than when you are gone for just a week. That's the secret!"

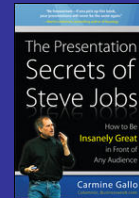
### Focus on what's important.

"A former mentor once told me that in medicine, the most important thing is figuring out if someone is sick or not sick. If they're sick, no matter what it is, there's one whole path you have to go down; and if they're not sick, there's another whole path that you have much more time to think about. So that first analysis is the really critical decision. I think that idea translates just as well to the business world--you have to figure out how to prioritize and determine the 911 emergencies from the unimportant stuff you can let slide while you fix the urgent matter."

### Rely on your instincts.

"Revisiting that idea of travel-awareness, you really learn to trust your instincts when exploring unknown places. Having the confidence to believe in myself has helped me in other areas of my life. There are a lot of folks who will give you input on every decision in your personal and professional life, but ultimately you have to go with what feels right for you. Whether it's job opportunities, what company to work for, or where to live, have the confidence to know that whatever decision you make for yourself will be the right one."

## Bookshelf



**The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience**  
by Carmine Gallo, McGraw-Hill, 2009

Steve Jobs has become a nationwide sensation, demonstrating amazing technique and skill in captivating all those who watch him. Now, with this book written by Carmine Gallo, you can steal the computer mogul's secrets and make your next presentation 'insanely great' too.



**The Fearless Factor**  
by Jacqueline Wales, Turning Point Press, 2009

Do you suffer from fear? Are you often times so anxious about the things you need to accomplish that you find yourself avoiding them altogether? In this new book, Jacqueline Wales explores this fear. Using powerful examples from her own life, the author breaks down the meaning of fear and demonstrates how in one form or another, it's holding us all back. Learn how not to let fear get the best of you and instead put your best self forward!

## 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**

## Birthdays & Anniversaries

### Happy Birthday!

Jeri Nowlen 6/21

### Happy Anniversary!

Design Elements 2001

## She Said It...

“The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experiences.”

- Eleanor Roosevelt

## 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.

### **C the Salon**

12050 Ventura Blvd.  
 Studio City, 91604  
 Hair & Beauty / Beauty Salon

### **Let's Get Cookin'**

4643 Lakeview Canyon Road  
 Westlake Village, 91361  
 Education / Trade or Vocational Schools

### **Auto Aid & Rescue**

14526 Erwin  
 Van Nuys, 91411  
 Automobile Industry / Automotive Services

## 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**.



CONNECTIONS | CAREERS | COMMUNITY

## Welcome Fusco & Clarke!



Fusco & Clarke is a law firm dedicated to providing individuals with legal assistance in the following areas: Family Law, Juvenile Law (includes juvenile dependency, juvenile delinquency, child abuse law and adoption) and Criminal defense.

If you need assistance in the areas of family law such as divorce, child custody, visitation, property division or alimony, Fusco & Clarke is well-qualified to provide you with legal representation. In cases of criminal charges, your best interest will always be of utmost concern in your defense. The legal team of Scott Clarke, Mauricio Fusco and Maricela Lambe has over 20 years of combined experience in these areas of the law and is prepared to go the distance for their clients.

Maricela Alvarez Lambe began her career as a computer consultant in New York City after she graduated from Skidmore College in Saratoga Springs, New York where she majored in computer science and physics. Looking for new adventures, Maricela attended law school at Cardozo School of Law in New York City where she was a member of the Arts & Entertainment Law Journal. After interning with the Department of Commerce National Telecommunications Information Administration and the New York State Attorney General, Maricela decided to begin her legal career with the firm of Brown Raysman Millstein Felder & Steiner as a patent lawyer. 9/11 changed those plans when Maricela was laid-off within two weeks of the tragedy.

While trying to figure out her next step, Maricela received a call from her aunt who asked whether she could represent her friend in a divorce case which was scheduled to be in Court the next day. Maricela had discovered her passion. Since then Maricela has practiced family law exclusively, first as a private practitioner in Century City and Beverly Hills and for the last 2 years with the firm of Fusco & Clarke in Burbank where she is head of the family law department. Maricela chose this next step in her career to establish herself in the family law community and refine her skills by taking on more complicated cases with the strength of a firm.

Maricela is married and lives with her husband Marc Lambe, her stepson Christian and her son Jordan in the San Fernando Valley.

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

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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