

June 2011

President's Message



It was a good day to bet on the ladies! Our annual Day at the Races fundraiser was a huge success! The races featured some female jockeys and they came through. The 2nd race of the day, named for EWI, was won by a female jockey – how appropriate! We had several members and executives in attendance,

including Nina Perry, Ann Simic, Allen Stith, Madeline Irons, Bonnie Ryder, Pat Fulton and Mary Grim. Thank you to everyone who brought guests and supported our chapter. Next year's Day at the Races is already booked for Saturday, May 5, 2012, so save the date on your calendars.

I'd like to thank Karen Angel of Ernst & Young for hosting a Firm Night at her office in May. We all learned about Ernst & Young's services (they do more than tax preparation!) and saw their beautiful offices.

The last day to register for the Southwest Board Forum is Friday, June 3. The Forum will be held June 17-18 in San Diego. This is a chance for EWI members from EWI chapters in California, Arizona, Hawaii and New Mexico to get together. So far, Madeline Irons and I have registered to represent our chapter. Please let me know if you need the registration information.

I'm excited about our June meeting. Our very own Julie Aldrich, representing Halo Branded Solutions, will be our guest speaker! Julie will show us how to "Be Bold, Be Different, Be Memorable" using promotional products. We'll meet at Joselito's Mexican Restaurant in Tujunga. You'll want to invite your coworkers, friends and colleagues to this meeting. Rumor has it that you'll receive one margarita as part of your regular dinner fee. See you on June 14!

Finally, I'd like to extend a big "thank you" to my board. This has been a successful year and I'm excited to see what's ahead for us. I appreciate your hard work and dedication to our chapter.

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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June Chapter Meeting

Date: Tuesday June 14, 2011

Program: **Joselito's Mexican Food - Tujunga**
Call about carpooling

Location: 7308 Foothill Blvd.,
Tujunga 91042

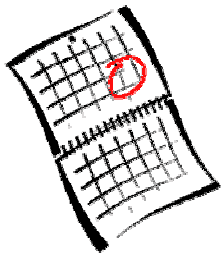
Featured Speaker: Julie Aldrich
Halo Branded Solutions, EWI Member

Schedule: 6:00 Networking
7:00 Dinner

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: July 12, 2011

Program: "Enjoy Vitality and Body Strength through Nutrition"
Speaker: Annie Macrae, Dip from Institute of Optimum Nutrition
London, UK

Location: Northridge Hospital
18300 Roscoe Blvd.
Penthouse

Schedule: 6:00 Networking
7:00 Dinner

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 4/30/11; General Account: \$20,641.88; BCDP Account: \$2,532.30.

Membership Development – See new postings!

Program – Working on finalizing programs for 2011.

Ways & Means—\$95. total raised.

Sergeant-At-Arms - There were 9 active members in attendance representing 8 out of 11 member firms, or 73%. 1 sustaining member and 2 guests were also in attendance.

*Reminder: EWI Tri-State Forum, San Diego, Registration due 6.3.2011
June 17 & 18, 2011*

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:

- Law Firms
- Health Services
- Corporate Housing
- Lending Services

Hollywood Park, May 7, 2011 "Day at the Races" for EWI/SFV and EWI/LA



John and Christy, Grand Winners



Darlene Banogan, San Diego Chapter



LA Chapter Grand Ladies



Ans & Theo Back, Nina and Mary Grim



Allen Stith won?



Ann Simic Stith, "Best Hat"



Bonnie & Brenna



Nina & Dan



Nancy, Gail & Chris



Martha Ustick & Wanda Cleland

"Day at the Races" other chapters participating: San Diego and Long Beach
Thank you all!!

Birthdays & Anniversaries

Happy Birthday!

Hal Reniger	June 21
Jeri Nowlen	June 21

Happy Anniversary!

Design Elements	2001
Julie Aldrich	1996

Are You A Good Listener? *June 2011*

For women in business, listening is as important as speaking. A first-class listener must be open to new ideas, genuinely interested in the opinions of others, considerate, and aware. To develop this skill, you need to be willing to set aside your own ego and relinquish the conversation to another person. Practicing listening builds trust, because we all want to be heard.

Are you good at listening? Ask yourself these yes or no questions. Do you allow others to finish their thought before jumping in? Are you busy thinking of your story instead of listening to the one being told? Do you dominate the conversation, leaving no space for others to give their opinions?

Based on your response to these questions you might have figured out something about yourself as a listener. Here are some tips to help you listen better.

Be aware of your body language. Make sure you know how you appear while having a conversation. Leaning forward sends a warm, caring signal; leaning back in your chair with your arms folded is a cold, uninviting gesture. Always stay tuned in to your body language as well as the body language of the other person.

Take notes. Taking notes during a conversation shows the other person what they are saying is of value and deserves a second look. You affirm that you have heard them.

Make eye contact. Eye contact is very important, both yours and theirs. Your words will not be trusted if you can't look directly at them.

Ask questions to clarify. Asking questions allows you to get the whole story. Also, a good listener will repeat what is being said to clarify and verify what has been communicated..

Let the other person talk. Encourage the other person to tell the whole story before you give your opinion. Remember to stay focused on the issue or problem, not on where you're going for lunch and when the meeting is over.

The ability to listen is a great tool for building connections and fostering communication, not only in business but in your personal life, too. Practice makes perfect, so keep doing it and you will strengthen this skill. It is well worth the effort. It can work magic with your colleagues, family and friends.

Adapted from "The Voice of Success: A Woman's to a Powerful and Persuasive Voice" by Joni Wilson, [Amacom](#)

CALENDAR OF EVENTS

June 14, 2011

SFV Chapter Meeting
6:00 pm
Board Meeting 5pm

June 9, 2011

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

July 12, 2011

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

July 14, 2011

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

September 2011

Leadership Conference &
Annual Meeting
Minneapolis, Minnesota
Info at [ewiconnect.com](#)

SAN FERNANDO VALLEY CHAPTER MEMBER FIRMS

Advanced Computer Solutions
Allen Stith Video Production
Baskets n' Bows Inc.
Design Elements
Ernst & Young LLP
Hilton Los Angeles/Universal City
Lee Wayne Corporation
Northridge Hospital Medical Center
Reniger Financial & Insurance Services
Schrillo Company
Willett Travel

SUSTAINING MEMBERS
Patricia Fulton

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.

Sinacori Plumbing Plumbing/Plumbing Services
 1894 Summertime Avenue Leslie Sinacori
 Simi Valley 93065

Premier America Credit Union Finance/Credit Union
 19867 Prairie Avenue John M. Merlo, President
 Chatsworth 91311

Find out how you can be part of our Membership drive.

Relief Support for Japan

The Corporate Office has been approached by a couple of Chapters about organizing an international EWI fundraiser to provide relief support for Japan.

Instead of an international effort by EWI, the Corporate Board invites you, your firm, or Chapter to reach out to your local American Red Cross or other reputable organizations, to get involved.

.Happiness....

The single most important action you can take when it comes to happiness is spreading it around. Happiness never decreases by being shared; in fact, it often increases exponentially as it travels from one person to another. If you can light up the lives of everyone you meet, think of how many thousands of candles that will be. Think of how much lighter the world will be.

- Addie Johnson –“Life is Sweet”

Members:

Blanca Echeverria, get well soon.

HEADS UP!!

Plan Ahead for EWI's *Day at the Races*
 Hollywood Park, Cinco de Mayo 2012
 Kentucky Derby Day

NEW IN 2011: Lucille Johnson Perkins Award for Outstanding Member *Representative* mirrors the same award that recognizes an Outstanding Member *Firm*; Nominations due by June 30.

Webinars -

Each month our Corporate office offers these opportunities to broaden the scope of your board position and member worth which can in turn add to your professional development at work.

Professional Development-“Building Connections” with
 Rhonda Bannard, Tuesday, **June 14, 2011**

Psst! Do you have any children's books to donate?

Literacy Emphasis - Book Collecting for Donations

Traditionally EWI's Reading Rally consisted of one day spent at a local library with children from the immediate community. The program concentrated on literacy, encouraged through having children participate in reading, writing, drawing and open discussion about a particular book, topic or theme.

In 2004 we changed the emphasis from Reading Rally to collecting books and then donating them to a select few organizations. Our chapter members and friends collect new and gently used books for children ages 2-18, which are stockpiled, screened and labeled as EWI donations to go to eligible recipients. Since 2004, we have donated to Northridge Hospital, originally placed in a book nook, which was built and placed in one of the units at the hospital as a haven for children during what can be stressful circumstances.

At Northridge, the books go to the Emergency Room, Pediatrics and to the CATS program, located nearby (CATS is an assault treatment center for children, partially funded by Northridge Hosp. and used by the LAPD).

Members, friends, associates, and anyone you might be familiar with can be asked to donate in the form of books or money to purchase books (from thrift stores, yard sales or church boutiques), this is a wonderful opportunity to clean out the shelves of books outgrown in garages.

In 2009, we collected over 2,500 books. In 2010 the number totaled about 700.

This is only one of the "Connections" EWI makes with the community at large. Please consider donating anytime. We welcome your participation.



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.

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