

March 2010

Letter from the President



Can you feel it? **Spring** is in the air! We will be changing our clocks, to spring forward, on March 14, the start of Daylight Savings. Spring officially begins on March 20. Open the curtains and welcome it in!

And **spring** is in the air for EWI as well.

We have a new member to install: Fusco & Clarke. Make sure you all make her feel welcome at the meeting on March 9 at Porter Ranch Country Club.

Since **spring** means things are turning green, let's focus on helping our fellow members enjoy a greener spring. Think of a lead you could give to another EWI member. At our meeting I'll pass out "Lead Slips" to facilitate the circulation of this information. Let's be mindful of all we can do to truly make a difference.

Speaking of leads and green...

Did you know that a "green" building is rated with LEED points?

In the building industry, you can earn LEED points by using recycled or renewable building products. And commercial furniture is now qualifying by also using recycled or renewable content in their products. This has been in the industry for years but it is really catching on now with consumers.

And let's not forget Saint Patrick's Day. It's a good excuse to wear green, **be green** and pinch your friends!

EWI connect.

Sincerely, Jenny

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March Chapter Meeting

Date: Tuesday, March 9, 2010

Program: "How to Deal with the Inevitable"
Hal Reniger
Reniger Financial & Insurance Services

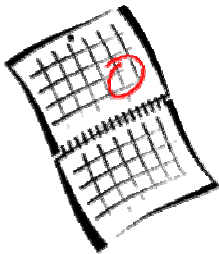
Location: Porter Valley Country Club

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.



Plan Ahead for the April Meeting

Date: Tuesday, April 13, 2010

Program: Mini Firm Night & Trade Show
New Member Orientation & Reception

Location: The Odyssey Restaurant

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 February meeting of the SFV Chapter Board of Directors:

Treasurer's Report – Balances of the Chapter accounts as of 1/31/10: General Account: \$14,448.77; BCDP Account: \$642.30.

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 January 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 13 active members in attendance representing 12 out of 14 member firms, or 85%. One sustaining member, 1 executive and 3 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.

Online vs. Face-to-Face Networking

By Laura Allen, Author, Taken from womenworking.com

Face-to-Face Networking Pros

You can see them.

Sure it may be obvious, but it's a key advantage that gets lost in the digital age. When face-to-face you're able to look directly at the person, hear their voice, and interpret their body language, a powerful tool that can shed light on their personality. Also, by meeting a person in real life, you can gauge a sense of their interests and values by observing what they're wearing or carrying, or by what they order for lunch.

You can enlist support.

It's always easier to talk about someone else. At a networking event you can team up with a friend or colleague and pitch each other. You can be much bolder and more outgoing when pitching your friend—if you were to gush about yourself in the same way, it can come off as arrogant.

Face-to-Face Networking Cons

First impressions can be misleading.

If someone comes off as arrogant or disinterested, it may just be because they are shy or nervous. You might quickly judge them and write them off, when in fact they could be a worthy contact. And if you're the shy one, it can be tough and terrifying to make connections during face-to-face encounters.

It can be costly.

Some events can run anywhere from \$60 to \$100 and it takes a lot of time out of your day to get dressed up, travel to the event, and mingle for two hours. To conserve your resources, pick a networking group that you really like and consistently attend their events. People will get to know you and think of you when they have an opportunity for you, even if it's three months from now.

Online Networking Pros

It's there for you 24/7.

No need to wait for next month's mixer to make a connection—the greatest advantage of online networking is that you can do it anytime day or night. If someone sends you a LinkedIn request or an email, you can do some background research on them before you decide to accept them into your network.

You have a greater reach.

The internet lets you connect with people all around the world that you might never have gotten the chance to meet in person. Plus, keeping up-to-date with people you've already networked with is extremely easy thanks to everyone's status updates – you instantly know who started a new job or what event they'll be speaking at next.

Online Networking Cons

It can become obsessive.

Interestingly, the fact that it's available to use twenty-four hours a day, seven days a week is also one of the downsides of online. There's always something happening in your networks, and it's hard to find a balance between online networking and actually finishing your work.

You don't get the full picture.

Meeting new people online can pose a problem since it can be hard to know what the person is really like. They can look great online, but in person they can be completely different.

It leads to laziness.

If you get overly comfortable with online networking, you may become lazy about keeping in touch with real-life contacts. You may stop picking up the phone or planning lunch meetings with contacts, which can negatively impact the strength of your relationships.

Building Professional Contacts

From womenworking.com

There's no time to waste when it comes to amassing professional contacts. Jobs are few and far between. However, the more people you know, the more likely you'll be guided to the right position. Here are some rules for cultivating connections:

Pay attention to timing. Your target contact is on "work time"; you're on "search time." Give people an appropriate window in which to get back to you. It will probably take longer than you think.

Use both e-mail and telephone when trying to reach contacts. For ongoing communication, honor the style preferred by the people you approach. Some prefer e-mail, others prefer phone, and some still prefer the old-fashioned way: in person. Ask or figure it out, and shift your approach accordingly.

Alternate your method of follow-up. Call one time, e-mail a week or so later. This creates a feeling of staying in touch without feeling like a pressure tactic to your contact.

Always be cheerful and polite. When leaving messages or speaking with your target (or an assistant), make sure you're courteous and pleasant, even if you've contacted them multiple times without success. Keep in mind that no one wants a guilt trip. If you come with an attitude, they really won't want to help you.

Use the Rule of Four. As a general rule, if you don't get a response after four tries over the course of a few months, move on. Caveat: Let this guideline be driven by how much you want or need this opportunity, because persistence often pays off. If you really want to speak to someone who does not respond to calls or e-mails, get more creative. Send something, like a gourmet treat or an interesting book.

Keep your options open. Even if you really want to reach a particular person or organization, don't get fixated on one path. Often the "perfect" contact or company turns out not to be what you imagined, whereas your ideal position or most helpful contact can come from completely unexpected quarters.

Express your thanks. Make sure you take time to send a quick thank-you after each interaction. E-mail is sufficient, but keep in mind that since it's about building relationships, it's better to do something special if you can. For example, follow up with a \$5 gift card to Starbucks and a short thank-you note: "Have your next cup of coffee on me." Simple and memorable.

Adapted from *The 10 Laws of Career Reinvention: Essential Survival Skills for Any Economy*, by Pamela Mitchell, Dutton, 2010

She Said It...

"It is only through disruptions and confusion that we grow, jarred out of ourselves by the collision of someone else's private world with our own."

- Joyce Carol Oates

CALENDAR OF EVENTS

March 9, 2010

SFV Board Meeting
5:00 pm (Before Mar. meeting)

March 9, 2010

SFV Chapter Meeting
Porter Valley Country Club
6:00 pm

March 11, 2010

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

April 13, 2010

SFV Board Meeting
5:00 pm (Before Apr. meeting)

April 13, 2010

SFV Chapter Meeting
Mini Firm Night
The Odyssey
6:00 pm

April 8, 2010

LA Chapter Meeting
6:00 pm
Info at executivewomenla.org

September 23-25, 2010

Leadership Conference &
Annual Meeting
Kansas City, Missouri
Info at executivewomen.org

Engage the Next Generation

By Patt Romero Cronin, GM Global Technology Delivery, IBM, taken from womenworking.com

When Patt Cronin's oldest daughter Briana had outgrown camp, she encouraged the 12-year old to start a summer business. Together they brainstormed ideas and Patt walked her through the entire process—from market analysis to financial planning and everything in between. The result was SunQuest Day Camp, a fully-functional camp where education was blended alongside fun. With the help of three friends, Briana ran the business out of the house and planned creative themes like SunQuest Goes to the Stars, a day filled with activities about the galaxy. "It quickly became a sell-out," recalls Patt. "It got to a point where moms were bribing the girls to get their children a slot for the upcoming summer."

When Briana was ready for her next challenge, she passed SunQuest Day Camp onto younger sister, Meagan, who passed it on to the youngest daughter, Alyse, who currently runs it. Each sibling received the same business guidance from their mother. "Young women have so much to offer," says Cronin. "I think the more exposure they can get early on, the better. It gives them an appreciation for working women and for what they themselves are capable of doing. And it enables them to build the confidence they'll need in the competitive world we now live in."

Patt's daughters aren't the only ones who have benefited from their mom's business-savvy. After years of involvement in IBM's Hispanic Diversity Network Group, Patt was inspired to co-found La Red (meaning 'network' in Spanish). This program, aimed at Hispanic women in the workplace, creates a chain where women in leadership positions mentor employees directly below them, and in turn those employees mentor someone beneath them. IBM was so pleased with the outcome they have expanded La Red into branches across the U.S., Mexico, Latin America, Portugal, and Spain.

Use Your Mentor Relationship Effectively

1. Approach Your Mentor.

"Mentors should not be chasing you. You should be actively getting on their calendar, but don't inundate them. Reach out once in awhile, either by email or phone, or request a face-to-face meeting."

2. Don't Go In Cold.

"When you go to a face-to-face meeting or have a conference call with your mentor, make sure you have an agenda. You should decide what you want to get out of the meeting so you can provide your mentor with three things you want to run by them before you talk. That way, the mentor can think of things in advance and possibly do some research for you."

3. Offer Something in Return.

"I learn as much from the people I mentor as I do from my own mentors, so always know where your mentor's business is and offer a jewel or two that you can share with them. I ask my mentors, 'What are the things that are keeping you up at night?' I might be able to throw something their way that can help them with their own struggles."

Patt's Strategies

Patt is a firm believer in the importance of a mentoring network. See how members of the network are like every woman's favorite guilty pleasure—shoes!

The Stiletto Mentor

Stilettos are not comfortable to walk around in for very long – they look great, but they're not meant for the long walks. Your Stiletto Mentor, therefore, is someone very senior that you go to for quick, but knowledgeable advice. When I need to confer with a senior executive, I 'put on' my stilettos and ask them quickly, 'I need thirty seconds of your time to run something by you.'

The Sneaker Mentor

Running shoes are there for a good workout. When you have a big business issue or a difficult problem, your sneaker mentor is someone who can spend time walking you through different options and brainstorming with you to find solutions. A Sneaker Mentor should be someone who has been in the business for a while, is connected closely with the work you do, and can provide insight to help you make a smart decision.

The Flip-Flop Mentor

Flip-Flops are shoes that you can relax on the beach in. These are the mentors you can have a drink with while having an off-the-record conversation about business. They should have insight to the overall strategy of your business and be able to give you some direction, but they don't have to be directly involved in the work that you do, as you're just going to them for informal advice.

The Flats Mentor

I used to call this The Loafer Mentor, but my daughters would be appalled at my fashion faux pas, flats are now considered the more stylish option. Flats are comfortable shoes you can take a leisurely stroll in. Your Flats Mentor should be someone who is your peer – someone who you can sit down with for a comfortable talk about your work, and someone who will understand exactly where you are coming from.

Use Your Whole Wardrobe.

"Stilettos, sneakers, flip-flops, and flats are all critical shoes to have in your closet because each one serves a different purpose for a different occasion. The same goes for your mentors. Depending on the situation, you may even want to go through your entire wardrobe of mentors before you come to any conclusion."

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
Hilton Los Angeles/Universal City
Lee Wayne Corporation
Mid Valley Properties
Northridge Hospital Medical Center
NumberCrunchers
Reniger Financial & Insurance Services
Schrillo Company
Willett Travel

SUSTAINING MEMBERS

Patricia Fulton
Shirley Stark

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.

Sweet Harts

13704 Ventura Blvd.
 Sherman Oaks, CA 91423
 Matt Epstein, Partner
 Food Industry / Specialty Items

AutoVisuals

9842 Owensmouth Avenue
 Chatsworth, CA 91311
 Wendy Engelberg, Director of Operations/Owner
 Automobile Industry / Body Work, Painting

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

" Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification but through fidelity to a worthy purpose."

- Helen Keller

Birthdays & Anniversaries

Happy Birthday

No Birthdays in March

Happy Anniversary

Lee Wayne Corporation 2004

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**.

The Los Angeles and San Fernando Valley Chapters of EXECUTIVE WOMEN INTERNATIONAL

Cordially invites you to

“A DAY AT THE RACES”



1050 South Prairie Avenue, Inglewood
ENTER: Gate 3 off Prairie Ave. & Hardy

KENTUCKY DERBY DAY - Saturday, May 1, 2010

Gates open at 8am - First live race is at 12 noon

The Gold Cup Chef's Table Buffet begins at 11:30am

Price \$75 per person

(Reduced prices for Children, Ages 5-17)

Any age is welcome... 18 and over to bet!

Includes: Admission, Valet Parking, the "Gold Cup Chef's Table" buffet, Tax, Gratuity, Free Program, Named Race and Professional Handicapping Assistance

Ladies, wear your "Kentucky Derby" HAT - prize for the BEST HAT!

Co-Chairs

L.A. Chapter - Chris Wright Roper 310/899-0800 croper@aletheiaresearch.com

SFV Chapter - Madeline Irons 818/347-0150 madmaxirons@gmail.com

Please reserve: ADULT tickets @ \$75 CHILD tickets @
(Child Prices: Ages 5-10 @ \$15 ** Ages 11-13 @ \$25 ** Ages 14-17 @ \$45)

Name(s)

Address

Phone

We wish to be seated with

Invitation sent by LA Chapter or SFV chapter

*** Reservation deadline April 26 ***

MAIL RESERVATION FORM & CHECK (PAYABLE TO EWD TO:

Executive Women International

c/o Chris Wright Roper

P O Box 609

Topanga CA 90290

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